

Circle K International



How to Run a Successful Membership Roundup

1. **Set a date** ~ A mutually agreeable date will be a benefit to all the members of the club. Full participation by club members is CRITICAL, so make certain you get an agreement on this date.
2. **Select a location** ~ Your club's regular meeting site is best unless: it is not large enough, it is dreary, unappealing or it is too noisy or too many non-club members are in close proximity.
3. **Select a program and determine the agenda** ~ Talk about your club and what it does. Have an articulate member(s) speak, or script it out. Do not be unprepared. Use slides or videos of your club's activities. Use Kiwanians from your sponsoring Kiwanis club. Use your faculty advisor. Use the "Taking the Lead" video from CKI.
4. **Invite guests** ~ Using the list of names previously compiled, send personal invitations to each prospective member. Use handwritten note cards or stationery. Ask for RSVPs. This is much more personal, and will have a greater success rate than a photocopied flyer or brochure.
5. **Determine Seating** ~ Pre-arrange the seating based upon your list of confirmed guests. If someone in the club knows the guest, make certain they sit with them. However, also make sure the guest meets other club members. A guest should meet and talk with at least five members. Determine who the good conversationalists are and spread them around the room. You can even assign club members a list of those guests they are supposed to meet.
6. **Follow-up on invitations** ~ Assign a list of invitees to each club member so they can be phoned after the RSVP date has passed. You should go into the program knowing exactly who will be attending. However, be prepared for surprise guests with a few extra name tags and chairs.
7. **Leave something with the guests** ~ Make sure each guest has something to take home with them, such as a Circle K promotional brochure, to serve as a reminder of the meeting. Also, make certain that each guest knows the name and phone number of at least one club member to facilitate future contact— a copy of the club roster is a great resource.
8. **Get something from the guests** ~ Ask each guest to fill out an information and interest sheet. Get each attendee's name, address, telephone number, e-mail address, major, interests, hobbies, etc. You will need this for the follow-up step and it is also a good lead-in to obtaining their commitment to join.