

**CIRCLE K
INTERNATIONAL**



CLUB

BUILDING

MANUAL



CIRCLE K INTERNATIONAL



A KIWANIS INTERNATIONAL SPONSORED PROGRAM.

THIS MANUAL WAS FUNDED BY THE DUES PAID BY EACH KIWANIS MEMBER

CKI
3636 Woodview Trace
Indianapolis, IN 46268-3196
317/875-8755
800-KIWANIS (Toll Free in US Only)
317/879-0204 fax
www.circlek.org
circlek@kiwanis.org
11/98

TABLE OF CONTENTS

WHAT IS CIRCLE K?

Circle K in Brief	1
History	1
Purpose	1
Activities and Programs of Service	1
The Role of Kiwanis	1
International and District Organizations	1
Benefits of Membership in CKI	1
Membership Requirements	2
Ideal Club.....	3
Ideal Member.....	4

WHAT IT TAKES TO BUILD A CIRCLE K CLUB: AN OVERVIEW

A Local Kiwanis Club	5
A Local College or University	5
College Students	5
Resources Assist with the Building Process.....	6

SECURING SUPPORT FROM A LOCAL KIWANIS CLUB

The Benefits and Responsibilities of Sponsorship	8
Presenting Circle K Sponsorship to the Kiwanis Club Membership	10
Board Approval	11
Co-sponsorship	11
Appointing a Committee on Circle K	11
Circle K Sponsorship:	
A Most Important Service Project.....	13

SECURING SUPPORT FROM THE COLLEGE OR

UNIVERSITY ADMINISTRATION

Steps Involved in Securing Support from the College or University	14
Communicating with the College or University to Initiate	

the Club Building Process	14
Sample Introductory Letter to College or University Administration	17
Circle K Information Sheet for College/University Administrators	18

SECURING A FACULTY ADVISOR

Strategies the Sponsoring Kiwanis Club Can Use to Support the Faculty Advisor	20
Sample Introductory Letter to Prospective Faculty Advisors.....	21

RECRUITING MEMBERS

Recruitment Resources	22
Recruitment Strategies	22
Orienting Prospective Members to Circle K and Inspiring their Commitment	26
Sample Letter to Faculty to Recruit Students	28
New Member Prospect Prompter	29
What Does Membership in Circle K Mean?	30

ORGANIZING THE CLUB

Club Officer Training	32
-----------------------------	----

COMPLETING THE CHARTERING PAPERWORK

A VARIETY OF CHARTER NIGHT ACTIVITIES

Program Suggestions	35
Charter Presentation Script	37
Sample Charter Night Program	39

MONITORING CLUB PROGRESS

Club Progress Report	40
----------------------------	----

CLUB BUILDING CHECKLIST

Listed below is a checklist outlining the tasks involved in the successful building of a Circle K club at a local college or university.

This manual will outline strategies to accomplish each aspect of the club building process listed here. For each task make certain there is an individual(s) responsible for completing the task and a deadline date. When each task is completed, check the box.

- Solicit support from a Kiwanis club for the sponsorship of the Circle K club. The entire Kiwanis club should be made aware of the sponsorship obligations. **See pages 8-13**
- Present a program on Circle K and the benefits of sponsorship to the interested Kiwanis club. **See pages 10-11**
- Identify a school at which the club may be built. **See page 14**
- Appoint a Kiwanian to serve as chairman of Kiwanis club's Committee on Circle K. **See pages 11-12**
- Meet with college or university administration to discuss establishment of a new organization on campus. Contact the Office of Student Affairs or Student Activities Department. Utilize the Working with Colleges and Universities for Club Establishment information in this manual to plan this meeting. **See pages 14-17**
- Obtain permission from college/university to start building a Circle K club. **See page 17**
- Order a New Club Building Kit: Step Two by completing the form enclosed in the New Club Building Kit: Step One.
- Ask the Office of Student Affairs or Student Activities Department how you can secure a faculty advisor for the Circle K club. If they don't have an established system, ask for recommendations of faculty, staff, or administrators who would support the objectives of Circle K and perhaps be willing to be a faculty advisor. **See pages 18-20**
- Forward letters of inquiry to potential faculty advisors, along with information about Circle K and the advising commitment. **See page 21**
- Follow-up by phone with potential faculty advisors to determine interest. Discuss the purpose of the organization, the unique advising relationship the faculty advisor will share with the Kiwanis advisor, the support the Circle K club will receive from the sponsoring Kiwanis club, the district and international opportunities for involvement, and the leadership training club members will receive. **See page 18-19**
- Select a faculty advisor. **See page 20**
- Ask faculty advisor to assist in identifying a core group of students to help establish the club. **See page 28**
- Train Kiwanis and faculty advisors to fulfill their roles within the organization.

(Continued on back cover)

(Continued from front cover)

- Plan an organizational meeting. Specify time, date, location, and agenda. **See page 32**
- Blitz the campus with promotional materials.
- Have an exhibit and sign-up table in highly visible locations on campus. **See page 24**
- Follow-up with students who have expressed an interest in starting a Circle K club. Write follow-up letters, make follow-up phone calls, and send invitations for a second organizational meeting. **See page 25**
- Plan the second organizational meeting. Perhaps plan to do a service project to give potential members the sense of what Circle K involvement truly is. **See pages 26-27**
- Continue recruitment efforts to secure at least 20 members. **See pages 22-25**
- Elect officers, sign Petition for Charter, collect dues from members -- international, district, and club dues. **See page 34**
- Forward Petition for Charter and dues to district and international office.
- Train club officers. The sponsoring Kiwanis club should use the Club Officer Training Kit available from Circle K International to facilitate this training. **See pages 32-33**
- Plan a charter banquet. **See pages 35-39**
- On an ongoing basis, monitor new club progress using the new Club Progress Report **See page 40**

Did you remember...

Assign someone to each task and a date of completion for best results!

WHAT IS CIRCLE K?

CIRCLE K IN BRIEF

Circle K International is the world's largest collegiate organization dedicated to service and leadership development with more than 500 clubs worldwide. It is not the size of the organization, however, which gives it its identity or provides it with its primary source of pride and satisfaction. Rather, it's the mission and the objects of the organization that set Circle K apart from other student organizations.

Circle K is a service organization through which college students can find a means of responsible student action in their communities and a more active involvement in the life of their campus. As clubs learn about the needs of their campuses and communities, they develop hands-on activities to address these problems.

College is more than a pursuit for a scholastic degree—it offers good times, getting to know others, personal development, and meaningful contributions to the world. Circle K provides a unique opportunity to make a difference now—Circle K is the total college experience.

HISTORY

In 1936, Circle K was instituted as a fraternity at Washington State University by the Kiwanis Club of Pullman, Washington. The idea started with Jay N. Emerson, who was later elected Kiwanis International President. His interest led to the building of the first Circle K club in 1947 at Carthage College, Illinois.

Other Kiwanians became interested, and during the next eight years 168 Circle K clubs were started in the United States and Canada. In October 1955 representatives from these clubs met in Philadelphia and voted to form an international organization under the sponsorship of Kiwanis. In 1956, a special department was created in the Kiwanis International Office to serve as the International Headquarters for Circle K.

PURPOSE

Circle K International is college and university students who are responsible citizens and leaders with a lifelong commitment to community service worldwide. Circle K inspires people to better our world. Its motto, the same as Kiwanis International's, is "We Build." Circle K provides constructive opportunities for students to become involved on their campuses and communities through service work to others in need. Circle K members have the chance to work with fellow students, children in the community, and other adults in need of special programs.

ACTIVITIES AND PROGRAMS OF SERVICE

Each club is encouraged to analyze its local situation and determine how its environment can be served most effectively. Circle K is not bound to any one particular service activity, however clubs are encouraged to

support the CKI Service Initiative, Focusing on the Future: Children. This program supports projects which focus on children ages 6-13. An entire kit is available for additional support.

THE ROLE OF KIWANIS

Kiwanis International is a world-wide service organization for leading professional and business women and men. Each Circle K club is sponsored by a local Kiwanis club. This sponsorship is a result of Kiwanis' concern that all people should take an active interest in community life. Circle K provides a vehicle for college students to find that involvement.

Circle K clubs are self-governed and to a large extent self-financed, working independently of, but in cooperation with, their sponsoring Kiwanis clubs. A consistent relationship is maintained by Kiwanians interested in working with Circle K members. Kiwanians also are aware of the needs of college students, and seek to meet these needs through scholarships and career networking. Kiwanis and Circle K members frequently act as partners in service—this common objective has proven to be a viable means of bridging the generation gap.

INTERNATIONAL AND DISTRICT ORGANIZATIONS

Circle K International is administered by a Board of Trustees composed of eleven college students elected at the annual convention each August. The Circle K staff, located in the International Office, helps coordinate administrative functions for the entire organization.

For purposes of more immediate contact, local clubs are

grouped into state, multi-state, provincial regions, and/or countries called districts. Each of the thirty districts has a board of officers which administers the clubs within their boundaries.

The district and international levels hold annual conventions that are highlights of the Circle K year. These conventions combine education, inspiration, business, politics, and fellowship. All Circle K members are encouraged to attend.

BENEFITS OF MEMBERSHIP IN CIRCLE K INTERNATIONAL

1. Campus and Community Service - Because of CKI's rich history of helping others, members of CKI clubs share in the tradition of serving their campuses and communities. CKI members, by planning and participating in projects and activities, volunteer their time, talents, ideas and skills for the purpose of making a long-lasting and far-reaching impact on their environment.

2. Leadership Development - Through the CKI structure, every Circle K'er has the unique opportunity to develop leadership skills by serving as an officer or committee chair. Whether it be serving as a club project chair, district officer or international officer, each member has the opportunity to discover and develop talents and skills.

3. Professional Development - Involvement in Circle K will allow college students to apply what they learn in the classroom to everyday situations. The skills that are developed and the opportunities experienced through involvement in Circle K will increase a student's employability after college. Furthermore, Circle K's connection to Kiwanis promotes career networking between collegians and professionals.

4. Friendship - Because CKI is organized on more than 500 college and university campuses worldwide, members have the unique opportunity to become friends with collegians from different countries. Attendance at divisional, district, and international conferences and conventions provides members the special chance to learn of diverse perspectives, make new friends, share ideas and concerns, and travel.

5. Scholarship Opportunities - Through the generous efforts of the Kiwanis International Foundation and Kiwanians in the thirty districts of CKI, up to thirty \$1,000 scholarships (one per district), are made available

to CKI members. At the International Convention, additional scholarships are presented to Circle K'ers who have demonstrated outstanding leadership, service, and scholarship.

6. Member Cards - Each member receives a membership card showing membership in good standing in CKI.

7. Member Handbook & Pin - As part of CKI member education, each new member receives a handbook which outlines the purpose, history and structure of the organization. Membership pins are forwarded to each club for all new dues paying members.

8. Circle K Magazine - Each member receives five issues of the Circle K magazine which features articles and information pertaining to college life, organizational programs, and Circle K activities.

9. Experienced Counseling - Every club has the opportunity for self-improvement by communicating and interacting with district and International officers.

10. Club Mailings - Every member club receives mailings from the district and International office containing information on everything from club projects to International Convention.

11. Education, Membership Recruitment, Public Relations, Promotion and Training Information - Every member club receives the latest program and public relations information and materials developed by the International Office. These materials are designed to assist in club administration, growth and development. They are available upon request.

MEMBERSHIP REQUIREMENTS

There are general requirements for Circle K membership: willingness to serve, commitment to humankind, and dedication and adherence to the ideals of the organization.

Each Circle K club is assessed \$18.00 (U.S.) for international dues per member per year. In return, members receive all the benefits described above. Circle K clubs and districts also set the amount of dues which are to be paid by each member for administrative expenses. District dues are a separate obligation and vary by district.

THE IDEAL CIRCLE K CLUB

The following outline has been prepared in an effort to offer guidance to clubs. It should not be deemed a requirement laid down by the International Board for clubs and members to follow. Realizing that every club is unique, clubs should feel free to tailor their level of activity in each area as appropriate to their individual situation. The outlined activity levels are only suggestive in nature and will not be used as a basis for judging club awards.

Under no circumstances should these ideals be construed, referred to, or ascribed as minimum requirements.

GENERAL

- ↪ Must have a full board of officers (not necessarily committees)
- ↪ Meet on a weekly basis with possible weekly socials
- ↪ Set general goals for club performance at the beginning of the administrative year/or officers' term

SERVICE

- ↪ One project every week (or four monthly service projects) varying in type between simple and complex, fund raiser and actual service, etc.

SOCIALS

- ↪ One pre-planned social per month with spontaneous ones happening after pre-planned project for membership interaction

MEMBERS

- ↪ 20-25 dues paid members with 15 active and attending weekly meetings

MD&E/LEADERSHIP TRAINING

- ↪ One lieutenant governor visit per semester
- ↪ One governor visit of official contact per year
- ↪ Newsletter educating the members and officers 6 times a year (published by the club in addition to those received by district and international officers)
- ↪ Club officers meeting on a bi-weekly or monthly basis to plan the club's activities for that period
- ↪ All officers in attendance at club officer training conference/sessions
- ↪ 30% club member attendance at general trainers open to general membership

INTERCLUBS

- ↪ One interclub in the form of a project/event per month in addition to attending other clubs' regular meetings
- ↪ Host one interclub per semester

DISTRICT/INTERNATIONAL SUPPORT

- ↪ Pay all dues before December 1 (North American clubs) or February 1 (International clubs) deadline
- ↪ 30% attendance at district convention
- ↪ 10% attendance at international convention
- ↪ Clubs educated on the various international programs at earlier trainers and working to fulfill all goals of those programs (knowing more than just that district and international exist)

KIWANIS FAMILY

- ↪ Implement 1 Key to College program with various high schools in the area per semester
- ↪ One or more members attend sponsoring Kiwanis club meeting at least twice a month
- ↪ One or more members attend a local Key Club meeting once a month
- ↪ Invite Kiwanis Family members to Circle K events/meetings and/or hold a Tri-K event

THE IDEAL CIRCLE K MEMBER

The following outline has been prepared in an effort to offer guidance to clubs. It should not be deemed a requirement laid down by the International Board for clubs and members to follow. Realizing that every club is unique, clubs should feel free to tailor their level of activity in each area as appropriate to their individual situation. The outlined activity levels are only suggestive in nature and will not be used as a basis for judging club awards.

Under no circumstances should these ideals be construed, referred to, or ascribed as minimum requirements.

It is recommended that a club member is active in the following areas:

- ↵ weekly meetings
- ↵ committee meetings (of which the member is a part of)
- ↵ club events (such as projects, socials, interclubs, etc.)
- ↵ district and international events
- ↵ paying club, district, and international dues
- ↵ utilizing leadership training offered by district and international

The Circle K club is responsible for setting ideal club member guidelines based on what is appropriate for members and club situation.

AN EXAMPLE IS GIVEN BELOW:

- ↵ Attend the majority or 80% of all weekly meetings
- ↵ Attend 90-100% of all committee meetings of which member is a part
- ↵ Attend at least one club event per month, i.e. project, interclub
- ↵ Pay club, district, and international dues
- ↵ Attend at least 60% of district and international events
- ↵ Utilize the leadership training offered by the district and international to build character and skills



COPY THIS FLYER (FRONT AND BACK) AND DISTRIBUTE TO CLUB MEMBERS EVERY SEMESTER (QUARTER) AS A REMINDER OF YOUR CLUB'S STANDARDS. BE SURE TO TWEAK THE FLYER TO FIT YOUR IDEAL MEMBER AND CLUB!

WHAT IT TAKES TO BUILD A CIRCLE K CLUB: AN OVERVIEW

The task of building a Circle K club requires significant time, perseverance and resourcefulness. Although the Kiwanis club is ultimately responsible for the building and strength of a Circle K club, tasks of the new club building process should be delegated to Kiwanians, as well as a core group of students at the college or university and Circle K district leadership.

This manual is designed to take the "builders" through each step of the club building process outlined in the first few pages of this manual. This section highlights briefly all of the key players in the club building process. The other chapters of this manual will provide detailed strategies to approach and work with each of the key players in the new club building process.

THE KEY PLAYERS IN BUILDING A CIRCLE K CLUB

A LOCAL KIWANIS CLUB

Building a Circle K club is contingent upon identifying a Kiwanis club that would like to sponsor a Circle K club. The commitment to sponsor is a significant one with many rewards including increasing service to the community, contributing to the development of today's college students as tomorrow's leaders, and recruiting new Kiwanians who are specifically interested in working with college students.

A sponsoring Kiwanis club must consider sponsorship of a Circle K club a long-term service project. This service the Kiwanis club will provide to the local campus community, to college students, and to the community at large requires much attention to ensure successful club building and maintenance for many years to come. Kiwanis club members will enjoy collaborating with energetic, innovative, and industrious collegians to improve the community.

A LOCAL COLLEGE OR UNIVERSITY

Circle K clubs may be formed at any institution that offers courses leading to a baccalaureate or post-baccalaureate degree, as well as vocational technical schools that have received technical certification by state or provincial boards of education or the appropriate national board or body.

Currently there is a strong emphasis to promote community service and service learning in higher education. Because Circle K is a well-established network of college students and community leaders and few resources are required by the college or university to support a Circle K club, Circle K is unique among collegiate service programs available and will be very attractive to many college and university administrators.

COLLEGE STUDENTS

Any student who is officially enrolled for classes may become a member of Circle K. To charter a Circle K club, at least twenty students must be willing to commit to the objects of the organization and fulfill the minimum membership requirements.

Recruiting members will be the most time-consuming component of the club building process. Realistic expectations about the time it will take to recruit the charter members will limit frustration. A Kiwanis club and its sponsored Circle K club should plan to spend at least six months building the Circle K club. Yes, some clubs are built more quickly than that, but there also are some clubs that will take a bit longer than six months to build due to college or university policies or student interest. This manual will highlight some strategies to use when first recruiting students.

Once a core group of ten members has been recruited, the club should begin orienting members to:

- ◆ the Circle K experience
- ◆ the opportunities available
- ◆ the structure of the organization
- ◆ collaboration with the sponsoring Kiwanis club

In addition, the club should elect a board of officers, including a president, vice president, secretary and treasurer to organize the efforts of the club. Once elected, the sponsoring Kiwanis club should train the board of officers to fulfill its responsibilities.

To complete the charter process, the club must:

- ◆ have a minimum of twenty members who have paid club, district, and international dues
- ◆ complete the Petition for Certificate of Organization with the appropriate signatures
- ◆ complete the Standard Form for Club Bylaws
- ◆ submit all materials with the exception of club and district dues to Circle K International.

Once the club is officially chartered, the charter

certificate will be mailed to the sponsoring Kiwanis club so it may be presented at the club's charter banquet.

RESOURCES AVAILABLE TO ASSIST WITH THE CLUB BUILDING PROCESS

A variety of resources—both human and material—are available to assist the Kiwanis club in building a Circle K club.

Human resources include:

CIRCLE K LIEUTENANT GOVERNOR - The lieutenant governor is the executive officer of the division in which your Circle K club will belong. He/she is the liaison between the club and district board. The lieutenant governor can help a sponsoring Kiwanis club build a Circle K club in the following ways:

- ◆ Discuss the Circle K experience with Kiwanians to enlist Kiwanis commitment.
- ◆ Present a program to the Kiwanis club to educate them about Circle K and the needs of college students.
- ◆ Assist in identifying a feasible college or university at which a Kiwanis club can establish a Circle K club.
- ◆ Work with the Kiwanis club to recruit the core group of students.
- ◆ Assist with initial organizational meetings of the Circle K club.
- ◆ Provide ongoing education and training to the Circle K club members and officers.
- ◆ Share ideas of what other clubs are doing and how similar situations have been handled in the past.

KIWANIS LIEUTENANT GOVERNOR - Though the Kiwanis lieutenant governor can be extremely helpful, this individual is very busy strengthening Kiwanis clubs and building new Kiwanis clubs; and therefore, may not be as accessible to assist with Circle K club building efforts as Circle K district officials. This individual can assist with the new club building process in the following ways:

- ◆ Identify a Kiwanis club to sponsor the Circle K club.
- ◆ Share information about other Kiwanis club's experiences in sponsoring a Circle K club.
- ◆ Direct Kiwanis clubs to the appropriate Circle K officials who can assist in completing the chartering requirements.
- ◆ Respond to questions about the new club building process.

ADMINISTRATOR, DISTRICT COMMITTEE ON CIRCLE K - The administrator is appointed by the Kiwanis District Governor to advise the Circle K district board and the Circle K district's operation. Assisting the administrator are assistant administrators, also known as

zone administrators. These individuals will be very helpful to sponsoring Kiwanis clubs throughout their sponsorship commitment. The administrator and assistant administrators can share resources, both district and international. Because these individuals have worked with many Kiwanis clubs in building Circle K clubs, they will be able to share their experience and advice with regard to your specific situation. Some districts have Zone Administrators who work with club building efforts in a specific region of the district. There may be a zone administrator assigned to work with Circle K club building in your area. In addition to providing consultation, the administrator, assistant administrators and zone administrators can help with the new club building process in the following ways:

- ◆ Train Kiwanis and Faculty Advisors to fulfill advising commitment.
- ◆ Present programs to Kiwanis clubs about the Benefits of Sponsorship.
- ◆ Assist in presenting the Circle K program to college or university administration to secure their support.
- ◆ Assist in organizing introductory meeting on campus.
- ◆ Provide district and international resources to assist with building process.

To find out who the administrator is in your district, consult the Kiwanis International Directory mailed to club presidents in October or call the Circle K International Office at 800/KIWANIS or 317/875-8755.

GROWTH TEAM COORDINATORS - Many Circle K districts have a Kiwanian volunteer trained to implement new club building efforts. Call the district administrator to see if your district has a growth team coordinator to assist in your efforts.

THE CIRCLE K INTERNATIONAL OFFICE - At the International Office, a professional staff works to develop Circle K program materials on community service and student leadership, as well as coordinates an annual convention for the members of the organization. The Circle K International staff is happy to assist Kiwanis clubs during any stage of the new club building process. All resource material needed to build a Circle K club will be provided to you by the Circle K International Office. The Circle K International Office

Staff is available Monday through Friday from 8:30 a.m. to 4:45 p.m. (Central Standard Time) and can assist in the new club building process in the following ways:

- ◆ Provide advice to assist in your club building situation.
- ◆ Respond to college or university questions regarding the Circle K program.
- ◆ Provide materials to assist with the new club building process.
- ◆ Process charter materials.
- ◆ Respond to questions about charter status and dues payment records.

NEW CLUB BUILDING MATERIALS AVAILABLE FROM CIRCLE K INTERNATIONAL

When building a Circle K club, two kits are mailed to Kiwanis clubs—the New Club Building Kit: Step One and the New Club Building Kit: Step Two. Both kits are needed to effectively build a Circle K club.

The New Club Building Kit: Step One includes the initial materials needed to educate a Kiwanis club and school administration about Circle K and the new club building process. Once a Kiwanis club and college or university have committed to organizing a Circle K club, the New Club Building Kit: Step Two will be helpful. This kit includes all documents required to charter. In addition, it includes Circle K International governing documents, club operations materials, and information to recruit members. Briefly outlined below are all the new club building materials available from Circle K International and how each should be used. Each of these items will be referred to in greater detail later in this manual.

Contents of New Club Building Kit: Step One

Club Building Manual - This manual highlights new club building strategies, including membership recruitment and club organization activities.

New Club Building Kit: Step Two Order Form -

When the Kiwanis club has committed itself to building a Circle K club and it has secured support from a local college or university, it may complete the remaining pieces of the new club building process—recruiting students organizing the club, and completing the necessary paperwork. To do this, a New Club Building Kit: Step Two should be ordered using the order form included in the New Club Building Kit: Step One.

Contents of New Club Building Kit: Step Two

Constitution, Bylaws, Policy Code & Region Bylaws - This should be given to the newly-elected Circle K club president for review and reference. This is the overall

governing document of Circle K International. The answers to most questions regarding Circle K operation can be answered by referring to this document.

Standard Form for Club Bylaws - This is the governing document to specifically operate a local Circle K club. It must completely conform to the International Constitution and Bylaws; however, it allows a club to be more specific in identifying its practices. This should be completed and adopted by the newly-formed club and forwarded to the International Office for approval when all charter materials are mailed to Circle K International.

CK #6 - Kiwanis Committee on Circle K - Give this piece to the chairman of your Kiwanis club's Committee on Circle K. It outlines the responsibilities of the Kiwanis club's Committee on Circle K.

Advisor's Manual - This manual provides an overview of both the Kiwanis advisor and faculty advisor's responsibilities. In addition, it outlines some strategies for advising college students.

Club Officer Workbooks - There is a workbook designed specifically for each of the following: the club president, the club secretary, and club treasurer. Each of these workbooks outlines information and strategies to enable a club officer to fulfill his or her responsibilities.

Circle K Magazine - This may be used as a sample to illustrate one of the benefits Circle K'ers receive; five issues are published annually. In addition, it may be used as a public relations tool to heighten awareness of Circle K.

Member Recruitment Brochures - Fifty brochures are included in this kit and should be used to explain Circle K to prospective members.

Petition for Charter - This document is a club's application to be chartered. It includes the names of charter members, the names of officers, and the signatures of Kiwanis and school officials that endorse the establishment of a Circle K club. When completed, it should be forwarded to the International Office, along with payment of the Circle K International dues and sponsorship fee, to officially request recognition of the new club.

The resources listed in this section will be helpful to a Kiwanis club when building a Circle K club. If at any point in the club building process you have questions about how to use these resources, contact the Circle K

International Office for advice.

This kit will include all other literature and resources available from Circle K International.

Once a club is chartered, it will receive a charter kit.

SECURING SUPPORT FROM A LOCAL KIWANIS CLUB

Very simply, Circle K cannot exist without the support of a local Kiwanis club. To establish a Circle K club, a Kiwanis club must commit to assisting the Circle K club to be successful. Therefore, promoting the Circle K program to a local Kiwanis club and securing their commitment is the first critical step in building a Circle K club.

Before a Kiwanis club considers sponsorship of a Circle K club it should answer the following questions:

1. Is the Kiwanis club functioning at charter strength and operating effectively? Yes No
2. Would the Kiwanis club enjoy taking on a project that will have sustainable, long-term effects on the community? Yes No
3. Would our Kiwanis club be willing to allocate funds from the Service Account to assist the Circle K members and a Kiwanis advisor or faculty advisor with travel costs to district convention, the district leadership training conference and international convention, as well as purchase for the newly-chartered club a gong, gavel, banner, pins, and membership certificates? Yes No
4. Is the Kiwanis club interested in increasing the number of individuals involved in community service? Yes No
5. Does the Kiwanis club want to help students become successful leaders and citizens? Yes No
6. Does the Kiwanis club have a group of three to five members who would be interested in working specifically with the Circle K club? Yes No

If you can answer yes to all of the above questions, your Kiwanis club has the potential to be a great Circle K club sponsor. Because Circle K sponsorship is not a one-time project and requires an ongoing commitment, it is important that the Kiwanis club as a whole, not just the Board of Directors, understand what Circle K is and the obligations of sponsorship. Therefore, the Kiwanis club should spend some time educating members about Circle K and the sponsorship commitment.

THE BENEFITS AND RESPONSIBILITIES OF CIRCLE K SPONSORSHIP

Like Key Club and Builders Club, Circle K is a sponsored program of Kiwanis International. Kiwanis clubs which actively sponsor Circle K clubs make a significant contribution to their communities—they provide service and opportunities to college students; and they develop a more aggressive citizenship by increasing the number of individuals actively committed to improving the community.

BENEFITS OF SPONSORSHIP

Sponsoring a Circle K club is an opportunity to invest in the future of Kiwanis. As a sponsor you will impact the lives of college students by promoting their personal, leadership, and career development. You will watch college students become responsible citizens and active contributors to the campus and community. The activity of a Circle K club on your local college or university campus will inspire other college students, faculty and administrators to become involved with the community.

More specifically, your Kiwanis club can benefit from the sponsorship relationship in the following ways.

1. Your Kiwanis club can plan larger, more pervasive
2. Your Kiwanis club's interaction with the college or university will introduce your Kiwanis club to new audiences and a new market for membership, such as college or university faculty and administrators.
3. Communities identify with the colleges and universities in the area; therefore, your club's involvement with college students will serve as outstanding public relations for your Kiwanis club.
4. Interaction with Circle K will introduce Kiwanians to

projects, because it will have additional resources to assist with the planning and implementation of the projects.

new perspectives, cultures, approaches and also will ignite their enthusiasm and idealism.

5. Sponsorship of a Circle K club will be a program resource for your Kiwanis club.
6. Your Kiwanis club will become attractive to prospective members who wish to become involved with young adults.
7. Your club will increase its opportunities for interclubs, joint projects, attendance at Circle K club meetings, and participation in Circle K division, district and international events.

SPONSORSHIP RESPONSIBILITIES

Working with college students will be a unique and rewarding experience. Before a Kiwanis club agrees to sponsor a Circle K club it must understand the needs of college students and the sponsorship commitment necessary to make the Circle K club a success.

What does it take to sponsor a Circle K club? The well-being and strength of the Circle K club is the responsibility of the sponsoring Kiwanis club under which it is chartered. As the success of Circle K is contingent upon a three-way relationship between the Kiwanis club, school administration, and the Circle K club, these parties must understand the nature of the Circle K relationship.

1. The most important factor contributing to a Circle K club's success is the degree of involvement it receives from its sponsoring Kiwanis club. All members of the Kiwanis club must understand the obligation it is making to Circle K International. Before a Kiwanis club decides to sponsor a Circle K club, it must decide if it has the time, energy, and financial resources to develop and maintain a long-term relationship with the sponsored Circle K club.
2. The Kiwanis club must establish a Kiwanis Committee on Circle K to build and advise the club. The Kiwanis club president should appoint a Kiwanis advisor as chairman of this committee and who will also serve as the primary liaison to the Circle K club.

3. The Kiwanis club must collaborate with the faculty advisor to provide effective Circle K club advisement.
4. The Kiwanis club should have at least one member of the Kiwanis club attend each weekly meeting of the Circle K club. The Kiwanis club should invite and encourage Circle K club members to attend each weekly meeting of the sponsoring Kiwanis club.
5. The Kiwanis club should assist with the implementation of sound fiscal policies, the preparation of responsible budgets, the maintenance of accurate records, and the planning and operation of needed fundraising activities.
6. The Kiwanis club must advise the Circle K club to follow proper administrative procedures by submitting district and international forms, reports, and dues, on or before the required dates.
7. The Kiwanis club must ensure that the Circle K club maintains charter strength of twenty members.
8. The Kiwanis club must assist the Circle K club in presenting Circle K educational programs on an ongoing basis.
9. The Kiwanis club must encourage Circle K members and Kiwanians to attend all Circle K district and international events.
10. The Kiwanis club is responsible for the ongoing training of club officers.

These sponsorship responsibilities constitute the minimum sponsorship requirements. Certainly, the Kiwanis club can contribute in additional ways; however, if a Kiwanis club fulfills these responsibilities, it will have exerted the type of support necessary to sustain the Circle K club.

Circle K'ers value the time and commitment shared by Kiwanians. As advisors, friends, and counselors, Kiwanians can facilitate the growth of the individual Circle K'er and the Circle K club.

PRESENTING CIRCLE K SPONSORSHIP TO THE KIWANIS CLUB MEMBERSHIP

The following activities can be used to educate the Kiwanis club about Circle K sponsorship and secure its commitment.

- ◆ Invite the Circle K Lieutenant Governor for the division to present a program on what Circle K has done for him or her and why it is so important that the opportunity for membership be extended at the prospective college or university.
- ◆ Invite the chairman of the Committee on Circle K from another Kiwanis club to present a program about what sponsorship of a Circle K club has done for his or her Kiwanis club.
- ◆ Invite the assistant administrator or growth team coordinator for the District Committee on Circle K to present a program on the benefits and responsibilities of sponsorship.
- ◆ Order the "Taking the Lead" Video from Circle K International and show it during a club meeting. This video introduces Circle K to prospective sponsors and club members. Following the video, present information about Circle K using the script in this section of the manual highlighting the benefits of sponsorship. The handout also included in this section should be distributed to all club members. This handout will need to be photocopied from this manual prior to the program.

Presentation for Educating Kiwanians About the Benefits of Sponsorship

This program may be presented by a Kiwanian of the potential sponsoring Kiwanis club.

Advance Preparation Required:

Photocopy the handout original included in this section and distribute to Kiwanis members during the club program on Circle K.

The presenter should completely read this Leader's Guide and practice presenting this program. The script is rather thorough and could be read word for word to the audience; however, the presenter should tailor the program to his or her personality, as well as to the audience.

Leader's Guide

I. You have just finished watching a video that introduced us to Circle K, the collegiate level service organization sponsored by Kiwanis. More than 11,000 college students worldwide have discovered that helping others through Circle K membership is personally rewarding; they also have learned that their involvement in Circle K International enhances their cultural understanding and ability to

respond to the changing needs of their campuses and communities.

II. So why should our Kiwanis club consider sponsoring a Circle K club?

First let's consider the following questions:

- ◆ Is there a need at _____ college/university for such an organization?
- ◆ Will the college/university, students, and faculty benefit from Circle K?
- ◆ Will local collegians become better students and citizens through their involvement?
- ◆ Will our Kiwanis club involve more individuals in service through sponsorship?
- ◆ Does our Kiwanis club

have a long-term interest in assisting today's students to become tomorrow's leaders?

The answer to all of these questions probably is yes.

Through sponsorship, our Kiwanis club will be able to plan larger, more pervasive projects because we will have another group with which to collaborate.

Our Kiwanis club's interaction with the college or university will introduce our club to new audiences and a new market for membership, such as faculty and administrators.

Because the community identifies with colleges and universities, our club's involvement with college students will serve as excellent public relations for our club.

Our interaction with college

students will open us up to new perspectives, cultures, and approaches.

Our club will become attractive to potential members interested in becoming involved with college students.

Our club will increase available opportunities for interclubs, joint projects, and involvement in leadership training.

Our club will be providing an ongoing service with long-term effects.

Our club will become involved with some new and interesting projects.

Together, our Kiwanis club and Circle K club will increase the outreach provided to our community.

We will be able to educate and prepare college students to tackle the issues facing our communities.

III. If we decide to sponsor what impact can we look forward to a

Circle K club having?

Circle K will impact the college or university by:

- ◆ organizing educational seminars for other students
- ◆ planning school clean-up campaigns
- ◆ improving school physical facilities
- ◆ assisting faculty with research
- ◆ making scholarships available to members
- ◆ sponsoring faculty/administration recognition programs to name a few.

Probably most noticeable will be Circle K's impact on the community as the members;

- ◆ tutor children
- ◆ teach them to read
- ◆ promote environmental awareness
- ◆ provide alternatives to fill children's after-school hours
- ◆ organize clothing, food, and book drives for underprivileged children
- ◆ conduct fund-raising

campaigns for local charities

- ◆ plan a community anti-drug campaign.

Certainly, what our Circle K club will do will depend upon the needs of our community and the interests of the Circle K club's members. It will impact its members through their participation in service activities, as well as the training conferences and conventions available. In addition, the career development of members will be enhanced as they learn to organize and run meetings, plan activities, negotiate contracts, analyze problems, and outline solutions.

IV. The benefits of sponsorship far outweigh the costs involved with the program. I think Circle K will be an exciting opportunity for our Kiwanis club to make a long-term, sustainable impact on the community and enjoy some new service partners.

BOARD APPROVAL

Though the decision to sponsor a Circle K club does not need to be a decision of the entire club, it is important to gauge the level of interest the club as a whole has in sponsoring a Circle K program. If the club has a strong interest, the topic of sponsorship should become an agenda item at the next board of directors meeting. A decision of the board of directors is required before the club can commit to sponsorship.

CO-SPONSORSHIP

If the club is hesitant to sponsor a Circle K club on its own, it may want to consider the option of co-sponsorship with a second Kiwanis club. Co-sponsorship is a strong option for clubs that have limited resources.

APPOINTING A COMMITTEE ON CIRCLE K

If the board of directors approves sponsorship of a Circle K club, the next step is identifying a chairman for your club's Committee on Circle K who can begin organizing the club building effort. When appointing a chairman for the Circle K Committee it is very important that this individual understand the magnitude of the work involved, especially during the initial establishment of the club on a campus.

The chairman of the Kiwanis Club Committee on Circle K will be most interested in knowing how much time is involved.

The following attempts to highlight the time required on behalf of the Kiwanis club. This does not mean, however, that these are the expectations for one Kiwanian; rather, it is the minimum time the Kiwanis club as a whole should expect to spend on sponsorship. Kiwanis involvement in the following activities has proven to be the most effective means of ensuring successful Circle K club operation.

- ☞ Building a Circle K Club - Approximately 2 hours per week until the club is established.
- ☞ Attendance at Circle K Club Meetings - Approximately 1 hour per week.
- ☞ Attendance at Circle K Board Meetings - Approximately 2 hours per month.
- ☞ Participation in Circle K Club Programs - Approximately 1 hour per week.
- ☞ Participation in Circle K District Training Program - 1 weekend per year.
- ☞ Participation in Circle K District Convention - 1 weekend per year.
- ☞ Participation in Circle K International Convention - 1 weekend per year.
- ☞ Training New Club Officers - 1 day per year.

The chairman of the Kiwanis Club Committee on Circle K will be the primary liaison between the Circle K club and the Kiwanis club. This individual should be available to advise the club and assist the club with trouble shooting. The Advisors Manual which will be mailed when you order the New Club Building Kit: Step Two will be very helpful in outlining the responsibilities of both the Kiwanis Advisor and Faculty Advisor.

CIRCLE K SPONSORSHIP: A MOST IMPORTANT SERVICE PROJECT

CIRCLE K INTERNATIONAL MEANS:

11,000 college students on more than 500 campuses worldwide performing approximately 375,000+ hours of community service for their campuses and communities annually.

KIWANIS SPONSORSHIP OF CIRCLE K MEANS:

- ☞ Larger, more pervasive, collaborative projects
- ☞ Involvement with local college or university needs
- ☞ New market for membership. Heightened community profile
- ☞ Increased career, leadership, and professional development opportunities for college students
- ☞ Educating college students about community issues and enabling them to identify solutions
- ☞ Increased community outreach and impact
- ☞ Increased involvement and investment on the part of college students with the community

CIRCLE K IN THE COMMUNITY MEANS:

- ☞ Community clean up programs
- ☞ Tutors for children
- ☞ After school programs for children
- ☞ Clothing, food and book drives
- ☞ Anti-drug campaigns
- ☞ A craft day for children in a shelter
- ☞ Toiletries for the home for battered women

CIRCLE K ON CAMPUS MEANS:

- ☞ Campus recycling programs
- ☞ Improved school facilities
- ☞ Furthering faculty research
- ☞ Scholarship money for students
- ☞ Faculty recognition programs
- ☞ Educational programs to heighten awareness about campus and community programs
- ☞ Student investment and involvement in the community
- ☞ Student learning through service
- ☞ Fellowship
- ☞ Student leadership, career, and personal development
- ☞ Increased exposure to international issues

KIWANIS CAN FOCUS ON THE FUTURE: CIRCLE K

SECURING SUPPORT FROM THE COLLEGE OR UNIVERSITY ADMINISTRATION

Once the Kiwanis club has committed itself to building a Circle K club, it must identify a college or university campus at which to build the Circle K club. When identifying a college or university for the Circle K club, the Kiwanis club should rate the following for each school being considered:

1. Does the college or university have a service learning program in place? Yes No If no, does the college or university have any plans to integrate a community service program into the structure of the college? Yes No
2. How many student organizations exist on the campus? _____
3. Do any of these student organizations have community service as a focus? Yes No
4. Has building a Circle K club ever been attempted on this campus in the past? Yes No If yes, what was the outcome of that effort?
5. Rate the overall potential for successfully building a Circle K club. Very Weak Very Strong 1 2 3 4 5 6 7 8 9 10

A Kiwanis club should focus its Circle K club building efforts on the college or university campus at which there is the greatest potential for success. Once a college or university has been identified, the Kiwanis club should outline its plan to approach the college or university administration about building a Circle K club.

STEPS INVOLVED IN SECURING SUPPORT FROM THE COLLEGE OR UNIVERSITY

1. Begin by contacting the Office of Student Affairs or the Student Activities Office and ask with whom you should speak about establishing a new student organization on campus. These offices most typically manage the organization of new clubs on campus. In addition, these offices often offer training to assist students in managing their club activities. Set-up a meeting with that individual and be prepared to respond to their questions. Provide to them a copy of the "Circle K Information Sheet for College/University Administrators" included in this manual. Use the script in this section to evaluate the type of support the college provides to its organizations and to explain the benefits of organizing a Circle K club on campus.
2. Mail a follow up letter to introduce the administrator to Circle K and to indicate that you look forward to your scheduled meeting. A sample letter is included in this section.
3. Prepare for the meeting by referring to the information in this section of the manual. A script is provided to guide the Kiwanis club in explaining Circle K to the administration and when asking questions to solicit the school's support. Also included in this manual is a handout that should be given to the administration as an overview of the Circle K program and the expectations of the faculty advisor.
4. Meet with the appropriate administrator and use the script in this manual to facilitate this meeting.
5. Once the college or university agrees that a club can be organized, ask what the procedures are to establish a club.

COMMUNICATING WITH THE COLLEGE OR UNIVERSITY TO INITIATE THE CLUB BUILDING PROCESS

When attempting to establish a Circle K club on a local college or university campus, it is imperative that the Kiwanis club communicate effectively with the school administration. The college or university must be made aware of the benefits a Circle K club will provide to their campus and students, as well as the resources that will be provided to the Circle K club

by the local Kiwanis club, the district, and the International Office.

To market Circle K to the college or university you must describe to the administration the ways Circle K will benefit the campus and community. Colleges and universities have limited financial and personnel resources to establish clubs; therefore, Kiwanis' role with the Circle K club will be important to highlight.

Outlined below is Circle K International's Mission Statement and the objects of Circle K that a college or university will be most interested in supporting and that the Kiwanis club should focus on when speaking to the school administration about club establishment.

The Mission of Circle K International...

Circle K International is college and university students who are responsible citizens and leaders with a lifelong commitment to community service worldwide.

In support of this we are committed to:

- ☞ Collaborating with all members of the Kiwanis family to achieve our common objectives;
- ☞ Continuing student management of the organization at all levels; developing positive role models;
- ☞ Enhancing inter-cultural understanding and cooperation;
- ☞ Increasing our service potential;
- ☞ Providing opportunities for fellowship, personal growth, and professional development;
- ☞ Working toward greater public recognition of the organization.

SCRIPT FOR PRESENTING INFORMATION ABOUT CIRCLE K TO COLLEGE OR UNIVERSITY ADMINISTRATION

Outlined here are a variety of questions you should ask the college or university administration when inquiring about building a Circle K club. Also included is information you can provide to the college or university administrator to describe Circle K in greater detail. All italicized information should be presented to or asked of the college or university administrator.

1. Are you at all familiar with the Circle K program? (It is likely that they don't have an in-depth understanding of the organization. Listed below is information you can present to the administrator to describe Circle K.)

It's an international organization for college students interested in providing community service while also taking part in fellowship activities and developing their leadership potential.

It is international in scope and exists on more than 500 campuses worldwide.

There is an international membership of more than 11,000 students at public and private colleges, community colleges, and technical colleges.

There is an international headquarters located in Indianapolis, Indiana which plans international meetings,

trains district (regional) and international leadership, develops 5 issues of Circle K Magazine, forwards five informational mailings to all club presidents and faculty advisors, and writes leadership development and service programming literature.

There are three levels of the organization—the club, the district, (which may be either a state or combination of states, provinces or countries) and the international level. The organization is student-run at all levels.

Circle K is sponsored by Kiwanis International, a service organization for professional women and men. Each Circle K club is sponsored by a local Kiwanis club. The sponsoring Kiwanis club will be _____ and _____ is the Kiwanis club's president. The sponsoring Kiwanis club often supports the club financially so members and advisors may attend conferences and sponsor speakers and other programs.

Because of the Circle K club's interaction with Kiwanis, Circle K involves members of the community with campus life. A Kiwanis advisor co-advises the club with a faculty advisor from the college.

Circle K offers excellent leadership development opportunities for the students at your college. They will have the opportunity to attend annual conferences and conventions at which skills development is a focus.

The greatest benefit will be that which the campus and community receive as service hours.

The organization does have an established Constitution and Bylaws which thoroughly outlines the policies of the International organization. Each club is required to submit a set of club bylaws upon chartering. Because each college and university has unique stipulations regarding such documents, it is important that the administration outline the parameters which must be included in the club's bylaws.

Members pay dues—US\$18.00 to international, \$ _____ to district and then whatever dues, if any, the club requires the members to pay. (NOTE: district dues range from US\$5 to \$18 per member.)

2. To organize a Circle K club there are a few things that the organization needs from the college or university.

The organization asks for your support in getting the club started.

We ask that you help us identify potential faculty advisors. The club will need someone interested in the student's development as well as community service. Obviously the club will require more assistance in the beginning stages. The faculty advisor can help us target a core group of students whose interests may be compatible with the objects of Circle K.

The faculty advisor should attend as many meetings and activities of the club as he or she can.

The faculty advisor will be responsible for co-advising the club with the Kiwanis advisor. The job does require a time commitment so we are looking for someone willing to give about 1-3 hours per week, depending on the week, to work with club leadership and the club itself.

The advisor, too, will be invited to participate in training programs and conferences.

We also will sit down with the advisor to orient him or her to the position and train him or her for the role in the organization.

The college has no financial obligation to the club.

3. Does _____ College/University have any type of service-learning program? (Service learning may include service requirements as a component of the curriculum, or a volunteer resource center, or structured service programming through student organizations.)

(If yes, ask what types of service learning programs are sponsored on the campus. And ask how the Circle K club can tap into these resources.)

(If no, ask if there are any plans to integrate a community service program into the structure of the college or curriculum. Circle K can be a catalyst to start such a program because few resources are needed by the college.)

4. How many student organizations are on campus?

5. How many of these organizations have service as a focus?

6. What are the procedures for starting an organization on this campus? Are there other individuals whom I should contact?

7. Are there any reasons you can see for not organizing a Circle K club on campus?

8. Can you direct me to some individuals on campus—students, staff and administration—who may be helpful in starting a Circle K club? (If you already have generated some student interest, tell the administrator that there is a group of students already interested in organizing the club.)

9. Do you need any additional information?

10. What do you need from us next to complete the proper paperwork for the college or university?

11. Can you make any recommendations on how we can secure a faculty advisor?

Once you have met with the administration you should have a solid foundation to begin building the Circle K club. If the college agrees to organize a Circle K club, forward the New Club Building Kit: Step Two Order Form and mail it to the Circle K International Office. Additional resources needed to complete the chartering process will be mailed to you upon receipt of this form.

INTRODUCTORY LETTER TO COLLEGE OR UNIVERSITY ADMINISTRATION

Date

Dear Name:

Thank you for taking time to meet with me on _____ (insert date and time) to discuss the establishment of a Circle K club on your campus.

Established in 1955 as the collegiate, service affiliate of Kiwanis International, Circle K International's purpose is to involve college and university students in campus and community service while developing quality leaders and citizens. Circle K inspires people to better our world. More than 11,000 college students worldwide have discovered that helping others is personally rewarding; they also have learned that their involvement in Circle K International enhances their cultural understanding and ability to respond to the changing needs of their campuses and communities.

What makes Circle K unique from the other collegiate service programs available? Circle K is a well-established network of college students and community leaders. It has an International Office located in Indianapolis, Indiana where a professional staff develops program materials on community service and student leadership, as well as coordinates an annual convention for the members of the organization. Because each Circle K club is sponsored by a local Kiwanis club, few resources are required by the college to support a Circle K club. In addition, Circle K involves members of the community with campus life activities.

Students' career development is an indirect benefit of Circle K's affiliation with Kiwanis, as Circle K's interact with their professional counterparts. Circle K International is student-run at the club, district (regional) and international levels, and provides numerous leadership development opportunities through regional training conferences and inter-Circle K club service projects.

I look forward to meeting with you to discuss how your campus can tap into this established community service network.

Sincerely,

Name Title

CIRCLE K INFORMATION SHEET FOR COLLEGE/UNIVERSITY ADMINISTRATORS

(Photocopy this sheet and give it to the administration and faculty advisor at the college or university at which you would like to build a Circle K club.)

NAME OF SPONSORING KIWANIS CLUB: _____

NAME OF CONTACT PERSON: _____ PHONE: _____

Established in 1955 as a collegiate, service affiliate of Kiwanis International, Circle K International's purpose is to involve college and university students in campus and community service while developing quality leaders and citizens. Circle K inspires people to better our world. More than 11,000 college students worldwide have discovered that helping others is personally rewarding; they also have learned that their involvement in Circle K International enhances their cultural understanding and ability to respond to the changing needs of their campuses and communities.

BENEFITS OF ESTABLISHING A CIRCLE K CLUB ON CAMPUS

What makes Circle K unique from the other collegiate service programs? Circle K is a well-established network of college students and community leaders. It has an International Headquarters located in Indianapolis, Indiana where a professional staff develops program materials on community service and student leadership, as well as coordinates an annual meeting of the members of the organization. Because each Circle K club is sponsored by a local Kiwanis club, few resources are required by the college or university to support a Circle K club. In addition, Circle K involves members of the community with campus life activities. Students' career development is an indirect benefit of Circle K's affiliation with Kiwanis, as Circle K'ers interact with their professional counterparts. Circle K International is student-run at the club, district (regional) and international levels, and provides numerous leadership development opportunities through regional training conferences and inter-Circle K club service projects. By establishing a Circle K club on your campus, your college or university can tap into an active community service network.

RESPONSIBILITIES OF THE COLLEGE OR UNIVERSITY TO THE CIRCLE K CLUB

Although there will be a local Kiwanis club which sponsors your college or university's Circle K club, there is one resource the college or university should provide to the Circle K club—a faculty advisor.

The faculty advisor will share a unique co-advising relationship with the Kiwanis advisor. Because the faculty advisor will be accustomed to working with college students, he or she may have a clearer understanding of how to best advise student leaders while preserving their autonomy. The faculty advisor will be the Circle K club's immediate resource on campus and he or she can share the college or university perspective on programs. The Kiwanis advisor, on the other hand, can share service program ideas, educate the students about the structure of the organization, and direct students to community resources. The faculty advisor and Kiwanis advisor should share the advising responsibilities and delineate reasonable expectations of each individual's involvement with the club.

DUTIES OF THE FACULTY ADVISOR

The position of Circle K club faculty advisor is both rewarding and challenging. Candidates for the position should be familiar with the following duties. A faculty advisor should:

- ☞ Make certain that all CKI club projects and fundraising activities are in accordance with college/university policies.
- ☞ Make certain that CKI club bylaws conform to college/university policies that govern student organizations.
- ☞ Make certain the CKI club officers and club members maintain grade averages which conform to college regulations for holding office and maintaining active membership.
- ☞ Assist the CKI club in obtaining meeting room space for regularly scheduled club and board meetings.
- ☞ Work with the CKI club in communicating with all college/university departments, faculty and administration.
- ☞ Assist in obtaining proper and adequate publicity for the CKI club in college publications.
- ☞ Help recruit potential club members through contacts with other faculty members and students.
- ☞ Keep the club leadership informed of all college activities and events which will be helpful in planning the program of the CKI club.
- ☞ Work with advisors of other campus organizations in forming possible joint service projects.
- ☞ Ensure that the CKI club's financial records conform to college regulations for student organizations.
- ☞ Seek out ideas and suggestions for CKI club service projects from the faculty, administration and other groups.
- ☞ The faculty advisor can help the Circle K club connect with the campus. The faculty advisor's familiarity with college/university personnel, policies and procedures will enable the Circle K club to utilize its resources effectively.

SUPPORT THE FACULTY ADVISOR WILL RECEIVE

The International Office develops leadership, laws and regulations, public relations, service programming, and club administration materials. The faculty advisor has access to all resources available to the Circle K club. In addition, the International Office will forward to the faculty advisor five mailings annually. These mailings will keep the faculty advisor apprised of international events and remind clubs of programs in which they may participate.

Faculty advisors, Circle K members, and Kiwanis advisors are invited to attend district and international leadership training conferences and conventions. These events will expose the faculty advisor to the structure of the organization and provide ongoing training to the faculty advisor. The faculty advisor will have the opportunity to network with other college and university professionals and engage in problem solving and idea sharing.

Circle K International also offers programs to recognize the outstanding contributions of faculty advisors. Each district also offers services to the club of which faculty advisors can take advantage.

SECURING A FACULTY ADVISOR

The faculty advisor can help the Circle K club connect with the campus. The faculty advisor's familiarity with college/university personnel, policies and procedures will enable the Circle K club to utilize its resources effectively.

To identify potential faculty advisors, ask the college or university administration for assistance in finding a faculty or administrator who might be interested in assisting with this community service program.

You also should ask members of your Kiwanis club and any student contacts if they have suggestions for potential faculty advisors. Once potential faculty advisors have been identified, forward a letter such as the one included in this section asking if they would be interested in this advising opportunity. It describes the benefits of establishing a Circle K club, the responsibilities of the college or university to the club, duties of the faculty advisor, and the support the faculty advisor will receive from the Kiwanis club and Circle K International.

After mailing the letters, follow up by phone and perhaps in person. Before contacting each potential faculty advisor, review the included handout so you may provide clarification on the duties of the faculty advisor and support this individual will receive from the Kiwanis club, the Circle K International Office and the district. Discuss the following with each potential faculty advisor:

- ☞ Circle K's ideals and objects
- ☞ the unique advising relationship between the Kiwanis advisor and faculty advisor
- ☞ the commitment and responsibilities of the position
- ☞ the opportunities they may experience

STRATEGIES THE SPONSORING KIWANIS CLUB CAN USE TO SUPPORT THE FACULTY ADVISOR

The Kiwanis advisor and faculty advisor have the opportunity to develop a unique advising relationship. Because collegiate faculty advisors are not typically compensated, it is important that the Kiwanis club identify other means in which to support this individual to ensure their ongoing support of the sponsored Circle K club. The sponsoring Kiwanis club should consider supporting the faculty advisor in the following ways:

- ☞ Make the faculty advisor an honorary member of the Kiwanis club.
- ☞ Ask the faculty advisor to join the Kiwanis club as an active member and waive his or her dues payment.
- ☞ Host, annually, a faculty appreciation meeting and present the faculty advisor with a small token of appreciation.
- ☞ Provide time during Kiwanis club meetings to allow the faculty advisor to report on the Circle K club's activities.
- ☞ Send a letter to the college president, commending the faculty advisor's efforts.
- ☞ Buy a "thank you" ad in the school newspaper to thank the faculty advisor for his or her support.
- ☞ Support, financially, the faculty advisor's attendance at district and international conferences and conventions.

Once a faculty advisor has been identified, the faculty advisor should meet with the Kiwanis club's Committee on Circle K to outline its club building strategy.

INTRODUCTORY LETTER TO PROSPECTIVE FACULTY ADVISORS

Date

Dear Name:

Your name was given to me by _____ (insert name) as an individual who might be interested in working with our Kiwanis club to establish and advise a new student organization committed to community service.

Established in 1955 as a collegiate, service affiliate of Kiwanis International, Circle K International's purpose is to involve college and university students in campus and community service while developing quality leaders and citizens. Circle K inspires people to better our world. More than 11,000 college students worldwide have discovered that helping others is personally rewarding; they also have learned that their involvement in Circle K International enhances their cultural understanding and ability to respond to the changing needs of their campuses and communities.

Circle K is a well-established network of college students and community leaders. It has an International Office located in Indianapolis, Indiana where a professional staff develops program materials on community service and student leadership, as well as coordinates an annual convention for the members of the organization. Because each Circle K club is sponsored by a local Kiwanis club, few resources are required by the college to support a Circle K club. Circle K International is student-run at the club, district (regional) and international levels, and provides numerous leadership development opportunities through regional training conferences and inter-Circle K club service projects.

I would like to meet with you sometime soon to discuss the prospect of working together to establish this community service network on campus. I will contact you within the week to answer any questions you might have. If you would like to contact me in the meantime, please phone me at _____ (insert telephone number).

Sincerely,

Name Title



RECRUITING MEMBERS

The next step in the new club building process is to inspire students to join Circle K. To charter a Circle K club, the club must have a minimum of twenty members. Recruitment of members is likely to be the most time-consuming component of the new club building process. Patience and creativity is necessary to be successful in recruiting members. This section outlines strategies that may be used to recruit members and begin involving those members.

So where do you begin recruitment efforts when you are first starting? Already, there are a few resources available—the faculty advisor, the administration, Kiwanis members who may have some student contacts, and recruitment tools included in this manual or in the New Club Building Kit: Step Two. The Circle K International Literature Department maintains a supply of all resources available. These tools are also available on our Web site.

RECRUITMENT RESOURCES

Circle K International has developed a number of items that will help you promote Circle K to the prospective member. This section describes these recruitment tools.

THE PROSPECT PROMPTER

Included in this manual is the Prospect Prompter. It is designed to prompt one's thinking about individuals who might be interested in joining Circle K. This tool will be most effective when the club has a core group of at least three interested individuals. The Prospect Prompters should be used to generate an invitation list of potential members to participate in forming club programs. Completed Prospect Prompters should be photocopied. One copy should be maintained by the individual organizing membership recruitment efforts. The second copy should be returned to the individual who completed the form. The Prospect Prompters should be used to contact individuals to personally invite them to events or follow-up with individuals after the forming club has formally invited them to events.

RECRUITMENT POSTER

Circle K International has available recruitment posters. The posters can be distributed throughout academic buildings, dining halls, residence halls, and recreation facilities.

MEMBER RECRUITMENT BROCHURE

Fifty Member Recruitment Brochures are included in the New Club Building Kit: Step Two. This is the primary recruitment piece available from Circle K International. This brochure is designed for forming clubs to use during initial contacts with potential members as a brief introduction to Circle K and the benefits of membership. On the back of the brochure, you should complete the appropriate information relative to meeting date and time, and contact person.

TAKING THE LEAD MARKETING VIDEO

This video should be used during campus activities fairs, forming club meetings, and when doing Circle K displays on campus. This video also can be used to educate a Kiwanis club about Circle K. This video is designed to promote Circle K to potential members. The video is available on a free-loan basis and may be ordered from the Circle K International Literature Department.

AN INVITATION TO JOIN CIRCLE K

Clubs should create a special invitation for potential members to participate in activities. Utilize the names that were specified on the Prospect Prompter to generate a mailing list. Then mail invitations at least two weeks prior to your forming club's scheduled event.

CIRCLE K MAGAZINE

Also included in the New Club Building Kit: Step Two is a copy of Circle K magazine. As the forming club organizes displays or presents the benefits of membership to prospective members, it should show Circle K magazine. It presents information relevant to the issues college students are facing, as well as service activities of Circle K clubs worldwide.

RECRUITMENT STRATEGIES

You should use a combination of different recruitment strategies to generate new members. Many programs presented in this section outline organizational details to ensure success with the program.

PLANNING A SPECIAL GUEST DAY

The Special Guest Day is a proven format to recruit membership. Essentially a list of prospects is generated using the prospect prompter and the forming club invites them to a special program. The program should be designed with the interest of potential members in mind while also educating potential members about the offerings of Circle K membership.

- ◆ Some program recommendations for a Special Guest Day are described below. Select one of the following topics for the program or brainstorm your own topic ideas.
- ◆ Invite a speaker to present a program on "How Involvement in Student Organizations Enhances Employability After Graduation." Contact the student activities office or career services center on your campus for speaker recommendations.
- ◆ Contact the Circle K lieutenant governor to invite him or her to present a program on how Circle K membership has helped him or her.
- ◆ Invite a speaker from one of the local social service agencies or charities with which your club hopes to work to discuss the impact a Circle K club can have on the community or on their area of need.
- ◆ Sponsor a motivational speaker to motivate potential members to become involved with community service.

The speaker you secure should be dynamic and have a strong understanding of the mission of the organization and the audience to whom they will be presenting.

Other items on the agenda should include:

- I. The Types of Projects the Forming Club Plans to Do—include service, leadership, and fellowship
- II. Circle K is an international organization—describe size and countries of membership
- III. What potential members will gain through membership in Circle K. Discuss time commitment involved and required dues payment.
- IV. Upcoming Programs
- V. How Potential Members Join the Forming Club - Don't forget to ask the potential members to join.
- VI. Questions - Allow potential members to ask questions.

Use the "Taking The Lead" marketing video that may be ordered from Circle K International. This video presents an overview of the organization and the benefits of membership.

FACULTY, ADMINISTRATION, KIWANIS CONTACTS

Ask the faculty advisor and administration with whom you have been working and members of your Kiwanis club to develop a list of students they know who might be

interested in joining Circle K.

Another means by which the forming club can build its image on campus and identify potential members is to involve the faculty in recruitment efforts. In this section you will find a sample letter the Kiwanis club can send to faculty asking them to do some public relations for the newly-forming Circle K club. The letter should highlight information about the forming club and how this type of club will benefit the students in their classes.

Once you have a list of prospects compiled, you should invite them to a gathering of friends interested in making a difference in the world. Explain in this invitation that those invited can become part of a new service movement on campus. The sample invitation included in this manual can be used. Invitations should be mailed at least two weeks prior to the event.

WORK WITH AN ESTABLISHED CAMPUS ORGANIZATION

Each year, many college and university campuses lose a number of student groups, due to lack of interest, a change in leadership, membership that has graduated, or for any number of other reasons. One strategy that has worked very effectively for other student organizations is to identify a student organization that may be interested in teaming together with a forming Circle K club to become a larger more pervasive group.

With this approach, there probably already is a membership base with which the forming Circle K club can begin. Certainly the organization that the forming Circle K club attempts to absorb must believe in the ideals of Circle K and be willing to focus its attention on community service.

To begin this process, you may want to identify the other organizations on campus that focus on community service or specific community issues. For example, on some campuses there is a group of students that focus their efforts on improving literacy. This group is probably as interested in expanding its membership as the Kiwanis club is interested in establishing a Circle K club.

Because the group already focuses on a community concern and they have already established themselves on campus and in the community, they may be a group to first approach. In addition to organizations that focus on literacy, you may also find organizations that address child development, health and safety, hunger and homelessness, alcohol and drug awareness, education, crime and victim assistance, gerontology, the physically and emotionally disabled, and the environment. These

groups may be very interested in teaming up to build a strong service coalition on campus and tap into the resources and benefits available through membership in Circle K.

DISPLAY BOOTHS

Display booths during organization fairs and in other highly visible locations on campus can be very effective in heightening awareness of Circle K's activities on campus and in the community. The purpose of a display booth is to inform students, pique their curiosity about Circle K, and ask them to participate in an upcoming activity.

Most campuses sponsor a student organizations carnival or fair early in the semester or quarter. These carnivals may have 25 to 100 organizations displaying exhibits to recruit new members, depending on the size of your campus; therefore, it is important that you make your booth stand out from the rest. Student organization carnivals aren't the only time you can set up a display, however. Throughout the year the forming club can secure space for a display to promote upcoming events, showcase accomplishments, collect items for a service project, etc. The following tips will help you make the forming Circle K club's display table more inviting and stand out from the other displays.

1. Have students talk to their friends to encourage them to attend the organization carnival. The event will be more exciting if there are many students wandering around.

2. Make your display something special. In all that you do to prepare for the organizations carnival or any promotional display throughout the year make sure that your exhibit is exciting, different, colorful, and entertaining. Your display should "buzz" with energy. Get a colorful tablecloth. Throw down some glitter on it. Buy candy and candy bars and scatter them all over the table; don't just put them in a bowl. Make a balloon arch over your display. Rent a VCR and play the "Taking the Lead" Marketing Video non-stop. It is a good idea to get the participants who pass by active in your display. Perhaps ask them to sign their name on the sign-up sheet and then draw for a prize. Prizes can be small and inexpensive. Perhaps have a ping pong toss or other game. You may want to create a theme and develop your display incorporating this theme. Use your imagination to generate ideas to make your display table the most exciting one around.

3. Stand, don't sit at your display table. You want to appear interested, motivated and excited to all who walk past your booth. A secret from sales people who work trade and exhibit shows is to push your display against the wall and stand in front of it. The people who walk by will perceive you as approachable and may feel more comfortable asking questions. Have them sign their name on the sign-up sheet.

4. Smile. Nothing is more attractive than a big smile. Remember, enthusiasm is contagious. If you are excited to be there others will be too.

5. Give something away. Give away a free treat to participants who stop by your table. It should have a phone number to call for more information. You don't need to spend a lot of money -- it can be as much as buying candy and attaching a small strip of paper on it that says, "Join Circle K as we change the world. Call 555-1234." Think of catchy slogans and giveaways that you could use for your display. Also distribute a flyer or brochure with information about upcoming activities and meetings.

6. Take risks and be creative. Doing something unusual can be a little scary at first, but when your club takes risks and builds new traditions, new energy for the club develops.

Utilize the following checklist to ensure you are prepared for your display.

_____ Photocopy flyers and sign-up sheets to distribute at the display.

_____ Create a schedule of individuals to operate the display table. Share with them the tips presented in this section.

_____ Gather appropriate materials for the display—candy, handouts, decorations, photographs, video tape.

_____ All individuals working at the display table should know a lot about Circle K. They should be aware of its mission, its history, and the benefits of membership.

_____ Make arrangements for audio-visual needs.

_____ Plan follow-up to contact the individuals who signed-up to learn more about Circle K. Contact them by phone to invite them to an upcoming event.

KEY CLUB RECRUITMENT

Contact the Admissions Office at the college or university and ask them if they can identify students who were past Key Clubbers. Because Key Clubbers have a strong understanding of the Kiwanis family and have been involved with community service in the past, they are a natural group of students to recruit into Circle K. In addition to contacting the Admissions Office, you also should contact the local high school and ask if they know of any former Key Club members who now attend the college or university at which you are building a Circle K club.

Similar to the process mentioned above for the Special Guest Day program, contact former Key Clubbers and invite them to participate in a gathering of friends interested in making a difference in the world. Explain in this invitation that those invited can become part of a new service movement on campus.

CO-SPONSOR EVENTS WITH OTHER STUDENT GROUPS

Event co-sponsorship is another strategy that can be used to recruit new members. As the forming club plans service projects and educational programs, it should recruit other organizations to team-up and co-sponsor events. Co-sponsorship is an excellent means of introducing other students to the values of Circle K membership, expanding your service potential, learning about other organization's operation, and increasing student interaction with the forming club. Through your involvement with other student organizations you may spark the interest of members in other student groups to become involved with Circle K. As you begin working with other student organizations to co-sponsor an event, give each member an overview of what Circle K is. The other student group should know something about the group with whom they will be working.

CAMPUS STUDY BREAK

Sponsor a Campus Study Break in all of the residence halls one evening during your recruitment drive. In each residence hall your forming club could designate a time for the Study Break and invite everyone in the residence hall to take a break for some popcorn. Attach to bags of popcorn a note about Circle K, the official sponsor of their study break. You could set up your table using the recommendations mentioned previously about display tables so when students come to get their free popcorn they learn something about Circle K as well.

This manual mentions only a few of the numerous ways your club can recruit new members. Spend time brainstorming the winning strategies for membership

recruitment on your campus. Look at what other organizations do to recruit members. Remember the target audience as you decide which strategies to utilize during your recruitment drive. Contact your student activities office to learn about the resources available to student groups for the purpose of membership recruitment.

FOLLOW UP

Follow up is the most critical element of the recruitment process. It is not just enough to get individuals to participate in an event, the advisors and core group of student members must follow up with participants to secure their involvement in future activities. The day following an event, whether it be that a student signed up at your display booth or the student attended Special Guest Day, it is important to follow up with a note, thanking the individual for their participation and interest. This note also should mention future activities the forming club is planning.

Not only is it important to follow up with prospective members in writing, it also is important to follow up by phone. The personal interaction and conversation is often the catch someone needs to decide that they are truly interested in affiliating with an individual or group. It is the personal contact that proves to be most effective in recruiting members. Memorable conversations, feeling that someone is really interested in the prospective member, and identifying how that individual will benefit and contribute through membership in Circle K is critical to recruiting that individual into membership.

During initial follow up, you must be certain not to overwhelm the prospective member by asking that individual to take on some major responsibilities. Members like to ease into activities and get a feel for the personality of the group.

ORIENTING PROSPECTIVE MEMBERS TO CIRCLE K AND INSPIRING THEIR COMMITMENT

Following recruitment activities, the forming club must continue planning activities that prospective members can participate in at least once per week. Perhaps this is a weekly meeting of the forming club, a service project, a social outing, or a planning meeting to set goals.

One way of ensuring that your forming club recruits quality members, committed to the objects of the organization, is to establish a four-week orientation program. Each potential member should participate in this orientation. An orientation program will introduce potential members to the organization and its offerings, various facets of club activity—meetings, club meetings, membership development seminars, leadership training, fellowship activities, service projects, and the expectations of membership.

Before members should be asked to make a commitment to the organization they must have a complete appreciation and understanding of what their involvement means to them and means to the club. It is possible that after completing the orientation program a potential member may decide not to join. This actually is a benefit of the orientation program. If a club does not meet a potential member's needs he or she will not be satisfied once he or she is inducted. It's better to bring in educated members who know that the club meets their personal needs. These members will be better able to commit to the club and its mission, thus becoming satisfied, active members.

This chapter outlines an agenda for a four-week orientation program your club should use to introduce prospective members to Circle K and inspire their involvement. The program integrates service activities with social activities and educational programs. Each week the forming club should sponsor Circle K 101 sessions. Agendas for each week's sessions are presented in this chapter.

All potential members should participate in all components of the orientation program. If there are individuals who are unable to attend an event, the forming club should arrange an alternative activity for this individual.

Week 1

During Week 1 plan the following three programs for new member orientation.

A SOCIAL PROGRAM

During Week 1 your forming club should demonstrate its excitement and commitment to the individuals interested in becoming Circle K members by sponsoring a social activity in their honor. Perhaps sponsor a pizza night, bowling night, sledding event, murder mystery event, casino night, or any other ideas, to welcome these individuals to Circle K. The sponsoring Kiwanis club should be the host for this social event. A social event is an energetic and casual introduction to Circle K.

Circle K 101 - Introduction to Circle K

Utilize the following agenda to present this educational program to potential new members.

- I. Overview of the Orientation Program
 - A. Discuss the purpose of the orientation program.
 - B. Discuss the schedule of orientation events.
 - C. Discuss potential member's participation in these events.
- II. Overview of the Year
 - A. Highlight opportunities for involvement—projects, conferences, etc.
- III. Benefits of Membership
 - A. Discuss the benefits of membership as outlined on the handout in this section.

SERVICE PROJECT

Plan a service project to immediately get the potential members experiencing the spirit of your forming club's service. The service project should be non-threatening and you should allow the potential members the choice of how they want to become involved with the service project.

Be certain to orient all potential members to the service project. Who will they be working with? What exactly will they be doing? What impact will they make?

Week 2

Circle K 101 - The Club's Operation

- I. Circle K's Relationship with Kiwanis
 - A. Discuss the connection between Circle K and the sponsoring Kiwanis club.
 - B. Discuss the benefits of this relationship.
- II. Structure of the Club
 - A. Discuss what club offices will need to be filled and the duties of each.

interclub with the sponsoring Kiwanis club.

III. Faculty Advisor

- A. Discuss your faculty advisor's relationship to the club.

Participate in a Service Project

Week 3

Circle K 101 - The Circle K International Structure

I. Levels of Circle K International

- A. Discuss the difference between the club, district, and international levels of the organization. (Refer to the President's Workbook for information on this topic.)
- B. Discuss who manages the organization at these levels—students.
- C. Discuss the role of the Lieutenant Governor. (Refer to the President's Workbook for information on this topic.)
- D. Discuss opportunities at each level.
 1. Leadership Training Conference
 2. District Convention
 3. International Convention
 4. Divisional Rallies
 5. Interclubs

II. Key Club International (Refer to the President's Workbook for information on this topic.)

- A. Discuss Key Club.

III. Builders Club (Refer to the President's Workbook for information on this topic.)

- A. Discuss Builders Club.

Participate in an Interclub

Coordinate an interclub in which four prospective members attend the meeting of another Circle K club. This interclub may take place at the other club's meeting, social activity, or service project. You may want to plan a joint service project with another Circle K club. If you are unable to plan an interclub with a Circle K club participate in an

Participate in a Joint Service Project

Either with another Circle K club or your sponsoring Kiwanis club plan a joint service project.

Week 4

Circle K 101 - Membership Commitment

I. Discuss New Member Involvement with the Club

- A. Ask potential members how they want to become involved with the club.
 1. Are there certain projects they want to organize?
 2. Are there areas of service in which they would like to see the club become involved?
 3. What programs would they like to see the club present at a club meeting to promote their personal, leadership, and professional development?

II. Reinforce the Need for Active Participation

III. Expectations of Membership

- A. Discuss Purpose of Minimum Membership Requirements—They ensure that the individuals involved with the club are committed to the club's mission and willing to participate in activities to support that mission. They maximize the club's service potential. (Some areas for minimum membership requirements are outlined below.)
- B. Begin discussing what minimum membership requirements, in the areas noted below, your forming club might establish once chartered
 - a. Attendance Requirements
 - b. Service Hour Requirements
 - c. Committee Involvement
 - d. Interclub Participation
 - e. Attendance at Educational Seminars Sponsored by the Club
 - f. Minimum Grade Point Average
 - g. Dues Payment

LETTER TO FACULTY TO RECRUIT STUDENTS

Date

Name, Title Campus Mailbox

Dear Faculty Member:

On behalf of the Kiwanis Club of _____ (insert Kiwanis club name), I am excited to share with you an opportunity for your students to apply what they learn in the classroom to solve issues facing the community. The purpose of Circle K International is to involve college and university students in campus and community service while developing quality leaders and citizens. Circle K inspires people to better our world.

We are looking for energetic students who can apply skills in project management, marketing, public relations, and social services to improve our campus and community environment. Circle K is the collegiate affiliate of Kiwanis International, a community service organization for professional men and women. Because of our connection to a local Kiwanis club, members of Circle K have a unique opportunity to network with professional counterparts.

Not only would we appreciate your assistance in identifying potential members, but we also would like to offer our service to you. If you need assistance with research, testing, field projects, recycling pick-up, ushers, tour guides, orientation assistance or anything else, please contact me at _____ (Phone) to arrange a time when we may discuss this forming Circle K club's involvement in your project. In addition, please feel free to give my name and number to any of your students who might be interested in this opportunity for personal, professional, and leadership development through service to our community.

Thank you for all you do for the college/university. Your dedication is appreciated. Good luck with the remainder of the semester.

Yours in service,

Name, Title



NEW MEMBER PROSPECT PROMPTER

Complete this form by filling in the names and addresses of the individuals you know or with whom you are acquainted, who would make good Circle K members. Use the indicated categories to jog your thinking.

Your Name:

Roommates

- 1.
- 2.
- 3.

Individuals In My Apartment Complex/Residence Hall

- 1.
- 2.
- 3.

Individuals In Other Student Organizations To Which I Belong

- 1.
- 2.
- 3.

Individuals With Whom I Work

- 1.
- 2.
- 3.

Individuals In My Classes

- 1.
- 2.
- 3.

Individuals On Campus From My High School/Hometown

- 1.
- 2.
- 3.

Business Majors

- 1.
- 2.
- 3.

Science Majors

- 1.
- 2.
- 3.

Education Majors

- 1.
- 2.
- 3.

English/Journalism Majors

- 1.
- 2.
- 3.

Engineering Majors

- 1.
- 2.
- 3.

Fine Arts Majors

- 1.
- 2.
- 3.

Liberal Arts Majors

- 1.
- 2.
- 3.

Social Science Majors

- 1.
- 2.
- 3.

Individuals Interested in Social Issues

- 1.
- 2.
- 3.

WHAT DOES MEMBERSHIP IN CIRCLE K MEAN?

BENEFITS OF MEMBERSHIP

When you join Circle K you become a member of an international service network which not only provides service to others but also provides service to you. If an individual is interested in joining Circle K he or she must understand completely, the value associated with active membership. The benefits of membership falls into three categories—Personal Development, Leadership Development, and Professional Development.

PERSONAL DEVELOPMENT

1. Circle K members gain insight into the issues affecting the local and global community. Circle K members learn to solve problems facing communities as they become actively involved in changing their campus and community environments for the better.
2. Friendship is a cornerstone of Circle K's international network. Because Circle K is organized on more than 500 college and university campuses worldwide, members have the unique opportunity to become friends with collegians throughout North America. Participation in divisional, district, and international conferences and conventions provides members the special chance to learn of diverse perspectives, make new friends all over North America, share ideas and concerns, and travel.
3. Scholarships are available to support student's educational pursuits. Through the generous efforts of the Kiwanis International Foundation and Kiwanians in the thirty districts of Circle K International, up to thirty \$1,000 scholarships (one per district), are made available to Circle K members. At the International Convention, additional scholarships are presented to Circle K'ers who have demonstrated outstanding leadership, service, and scholarship.
4. Five times annually Circle K members receive Circle K magazine, a professional publication that features articles and information pertaining to student interests, career development, organizational programs, and Circle K activities.
5. Also available to members of Circle K International are educational literature and membership materials. Upon joining Circle K International each member will receive a membership card and a member handbook that highlights information about the organization and the member's involvement with the organization.
6. Circle K members have a unique opportunity to become friends with Circle K's professional

counterpart—Kiwanis. Our sponsoring Kiwanis club is available to lend a hand, train us, and provide guidance.

LEADERSHIP DEVELOPMENT

1. Through the Circle K International structure, every Circle K member has the unique opportunity to develop leadership skills by serving as an officer or committee chair. Whether it be serving as a club project chair, district officer or international officer, each member has the opportunity to discover and develop new talents and skills.
2. Ongoing leadership training is available to members at divisional, district, and international conferences and conventions.
3. Experienced student consultants from the district and international levels are available to assist club officers in managing club operations and identifying new ways to organize club activities.
4. Every member club receives mailings from the district and International office to help the club improve its operation. These mailings highlight service and recognition programs in which clubs may become involved and they also present articles to promote club officer leadership development.
5. The International Office also publishes literature to assist club officers and committee chairpersons in managing their day to day activities. The literature available targets membership recruitment, public relations, membership development, and training.

PROFESSIONAL DEVELOPMENT

1. Involvement in Circle K will allow members to apply what they learn in the classroom to everyday situations. The skills that are developed and the opportunities experienced through involvement in Circle K will increase a student's employability after college.

2. Circle K's connection to Kiwanis promotes career networking between collegians and professionals. Circle K'ers will have the opportunity to learn about their fields of interest from professionals. Their interaction with Kiwanians may lead to summer jobs, internships, and professional career positions.
3. The Kiwanis Career Contacts Program has been designed to promote the interaction of Kiwanians and Circle K'ers to discuss career fields and opportunities.

ORGANIZING THE CLUB

Once at least ten individuals are interested in organizing the club, the group may begin organizing and operating. This includes electing and training club officers, conducting weekly meetings, and planning service projects and membership development programs.

Included in the New Club Building Kit: Step Two is the Standard Form for Club Bylaws. This governing document is designed for Circle K clubs to specify their operation in accordance with the Circle K International Constitution and Bylaws and Policy Code. It outlines requirements for club activity and membership activity, such as weekly meetings, timing of elections, the designation of minimum membership requirements, dues payment, club officer duties and election requirements, and committee information. Refer to this document when initially outlining the timing and procedure for electing club officers.

Once the forming club is ready to elect officers, the members should be encouraged to consider the

prospect of being a club leader. Though the forming club may not have all the members needed to charter, it may have enough members to elect a board of officers. The board of officers will enable the forming club to set some goals and begin planning projects and programs. It is likely that a couple individuals have already emerged as club leaders—those students who have actively embraced and committed themselves to the building of the club.

The President's Workbook, included in the New Club Building Kit: Step Two, provides an overview of all the club officer positions available. Also included in the New Club Building Kit: Step Two are a Club Secretary and Club Treasurers workbooks.

These workbooks highlight the duties of each officer, outline some tips to manage meetings, present strategies to delegate and design a committee structure, and include worksheets that will guide the officers in fulfilling their responsibilities. These workbooks should be distributed to the appropriate officers.

Each individual interested in running for a club officer position should be given an in depth overview of the position requirements for each position in which they are interested.

Once the officers are elected, the Kiwanis club should train the forming Circle K club's officers to fulfill their responsibilities as club officers and as a board of officers.

CLUB OFFICER TRAINING

The sponsoring Kiwanis club is responsible for training the Circle K club's officers. The Kiwanis Advisor should establish a time for this training. The sponsoring Kiwanis club can order training materials from Circle K International. In this Training Kit they will receive a script to present the training, originals for transparencies, and originals for handouts. The kit is all inclusive; the only other resources required for this training are the club officer workbooks noted above. Outlined below is the recommended training agenda that should be used by the sponsoring Kiwanis club to train Circle K club officers.

CIRCLE K CLUB OFFICER TRAINING AGENDA

CLUB PRESIDENT TRAINING

- 8:30 a.m.** President Training
- A. Role of President
- B. Using the Club Officer Manuals
- C. Conducting Club Meetings and Board Meetings
- D. Goal Setting
- E. Committee Management

CLUB OFFICER TRAINING

- 9:30 a.m.** Introduction
- A. Welcome
- B. Overview of agenda and training objectives
- 9:40 a.m.** Team Building
- A. Icebreakers and Get Acquainted Exercise

10:05 a.m. Club Officer Service Agreements

10:50 a.m. Break

11:05 a.m. Understanding Circle K International and Kiwanis Club Structure

A. Responsibilities of Sponsoring

- | | | |
|---|--|---|
| <ul style="list-style-type: none"> Kiwanis club to Circle K club B. The Faculty Advisor C. Circle K International Structure <ul style="list-style-type: none"> 1. Club 2. Division 3. District 4. International | <ul style="list-style-type: none"> A. District Leadership B. Kiwanis Club C. Faculty Advisor D. Club Officer Workbooks E. Budget and Monthly Reports F. CKI Documents and Literature | <ul style="list-style-type: none"> B. Outcome Thinking Process C. Goal Setting D. Prioritizing Goals |
| 11:50 a.m. Resources Available to the Club | 12:45 p.m. Lunch | 3:15 p.m. Break |
| | 1:45 p.m. Goal Setting | 3:30 p.m. President's Closing Remarks |
| | A. Club Analysis | 4:00 p.m. Adjournment |

Upon completion of the club officer training program, the forming club should be equipped with some goals. Based on the goals outlined, the forming club should next specify a committee structure and assign individuals to organize those committees. When making such assignments it is important that consideration be given to the individual's interests, skills, and needs. Committee chairpersons must be provided with the resources that will help him or her accomplish the tasks assigned. If committee chairs are given an adequate amount of support, while being allowed the autonomy to accomplish their tasks the way they think is best, the club will see strong success. Follow up is a critical part of delegation. The president always must follow up to confirm progress and provide additional direction if necessary.

Though the forming club is still recruiting members, the committees and club officers may begin fulfilling their duties. As individuals are brought into the forming club, they should be given a role by involving them in a committee that matches their interests, skills, and needs.

COMPLETING THE CHARTERING PROCESS

To complete the chartering process, ensure that the following list of activities have been completed.

Check Upon Completion

- 1. At least 20 members have been recruited and paid district and international dues.
- 2. Dues payment checks are written to the district and to Circle K International for the payment of district and international dues for all members. One check for payment of the entire membership's International dues should be remitted to Circle K International and one check for the entire membership's district dues should be remitted to the appropriate district official. The amount of district dues may be obtained from the Circle K District Administrator.
- 3. The following is complete on the Petition for Certificate of Organization:
 - a. Kiwanis verification must be certified by the Kiwanis club president, Kiwanis club secretary and Circle K Kiwanis advisor in the appropriate space on the petition.
 - b. Circle K club verification must be certified by the Circle K club president and Circle K club secretary in the appropriate space on the petition.
 - c. College/University Verification must be certified through the signature of an authorized school official and the faculty advisor in the appropriate space on the petition.
 - d. Circle K district verification must be certified by the Circle K District Administrator in the appropriate space on the petition.
 - e. Permanent school mailing address. This address must be a campus address.
 - f. Complete mailing address information for the sponsoring Kiwanis club, the faculty advisor, the Kiwanis advisor, the Circle K club president, and the Circle K club secretary.
 - g. Note date scheduled for the charter banquet.
 - h. Complete form with names of the charter members, their signature, and their expected date of graduation.
- 4. The Standard Form for Club Bylaws is completed.

Once each item above is checked off, the club is ready to mail all items to Circle K International, with the exception of the check for district dues payment which must be mailed to the appropriate district official.

Mail all of the above items to:

Circle K International
3636 Woodview Trace
Indianapolis, IN 46268-3196

A VARIETY OF CHARTER NIGHT ACTIVITIES

The final component of the new club building process is the Kiwanis club's formal presentation of the new Circle K club's charter to the club. The charter presentation is an opportunity to give public recognition to the building of a new club and impress upon the members the purpose and ideals of Circle K and their responsibilities to the organization. It also is an opportunity to install the officers and secure their pledge to carry out their duties. Not only should the charter presentation be an opportunity to enlist commitment from the Circle K club members and club officers, it also should be a time when the sponsoring Kiwanis club makes a formal commitment to the Circle K club by outlining how it will continue to support the Circle K club's activities.

Organizing the charter night is the responsibility of the sponsoring Kiwanis club. As soon as the paperwork needed for chartering is complete and mailed to the Circle K International Office, the sponsoring Kiwanis club may begin planning its charter presentation activities. Allow approximately six weeks from the time the petition for charter was sent to the International Office to the day the charter presentation is scheduled. Planning for the charter presentation should begin well in advance to secure facilities, speakers, guests, meals, Circle K International supplies, and publicity. Early preparations will ensure strong attendance.

Though the charter has not been formally presented to the Circle K club, the club should continue organizing its activities as it has in the past and as it will in the future.

At least three weeks prior to the charter presentation, the sponsoring Kiwanis club may wish to order the following supplies from the Kiwanis International Supplies Department.

- Membership Pins for each Charter Member
- Membership Certificates for each Charter Member
- Gong and Gavel
- Club Banner

Upon chartering, Circle K International will forward the following items for the charter presentation:

- Charter Certificate
- Banner Patch for the Sponsoring Kiwanis Club
- New Member Handbooks for each member
- Membership Cards for each member

All of the items noted above can be give to the club during the charter presentation, with the exception of the banner patch. The Kiwanis club should keep the banner patch.

PROGRAM SUGGESTIONS

There are a variety of methods the sponsoring Kiwanis club can use to present the Circle K club with its charter. On the one hand the sponsoring Kiwanis club may like to take the traditional approach by having a banquet. On the other hand, the sponsoring Kiwanis club may choose a method that will make members of the campus and community stop and recognize this new service program. Outlined below are some ideas that can be used to organize the charter presentation.

Kick Off Service Project

Plan the service project of the year and involve the campus and community. Identify a project that will get

the entire campus involved, such as a literacy campaign in which various campus groups compete to create a slogan and design a poster or banner that will promote literacy education. The winner could be unveiled as a part of the charter presentation. In addition, the campus could conduct a book drive to collect books for children and adults who don't have access to books of their own. Other activities to promote literacy might include a Read In, in which students on campus spend their Saturday at local agencies reading to children.

To conclude the day of service, the Kiwanis club could sponsor a charter night at which students donate the books they have collected. A prominent community speaker could be invited to speak about some of the

issues in the community, such as literacy, and speak to the value of building Circle K's new service movement on campus. The Kiwanis club president could then conclude the program with the formal presentation of the charter, the gong and gavel, the club banner, and install the club officers.

A Fast for the Hungry

A twist on the standard dinner banquet program is to sponsor a fast for the hungry. The standard banquet format could be followed; however, rather than serving a full meal, the Kiwanis club could serve soup or rice. The money that would have been used to pay for a complete meal could then be donated by the sponsoring Kiwanis club, on behalf of the Circle K club, to a local program addressing the needs of the hungry and homeless.

The Traditional Charter Night

Many charter presentations are planned as a formal event, either with a meal or without, dependent upon the funds available. Outlined here are some considerations for this banquet as well as a sample program agenda.

WHO WILL BE INVITED? Consider who of the following you will invite.

- President of the college or university
- College or university administrators and officials who

PLANNING CHECKLIST

Utilize the following checklist to ensure that you plan accordingly for your charter banquet.

- Set a date, time, and location.

One month prior to the charter banquet

- Contact the Kiwanis International Supplies Department to order materials noted previously in this section.

Three weeks prior to the charter banquet

- Mail out invitations to guests.
- If there will be food at this event, make arrangements for catering three weeks prior to the banquet.
- Select a unique speaker to make a presentation.
- Purchase nametags and decorations for the event. Develop the charter banquet program. Refer to the sample included in this manual.
- Confirm food and space arrangements.

On the day of the event

- Decorating
- Finalizing arrangements.

work with student organizations

- Faculty supporters
- Circle K district officers
- Circle K district administrator and assistant administrators
- Members of surrounding Circle K clubs
- Local Kiwanians
- Parents and special friends of the members
- Officers of other organizations and agencies in the community
- Student government officers

What will the program be? Consider what type of message you would like presented in the program.

- Motivational speaker
- Message and endorsement from college or university president
- A professional from a community agency or community leader speaking on the topic of Voluntarism and Community Involvement
- College or university alumnus speaking on the topic of involvement in community service as it relates to student's future

What atmosphere should be created for this event?

What type of decorations should be prepared?

Follow-up

Thank you notes to all participants.

CHARTER PRESENTATION SCRIPT

Regardless of the type of format chosen for the charter presentation, there are a few activities that should happen during the charter night's activities. The president of the sponsoring Kiwanis club should be on hand to conduct the following: Presentation of charter and the Installation of officers.

The following script can be used to present the charter and install officers. You should complete biographical information for each officer and insert it into the script.

Kiwanis Club Statement of Support Kiwanis Club

President: One of the greatest gifts our Kiwanis club can give is increased service to our community, while developing quality leaders and citizens. It is with this in mind that our Kiwanis club is very proud to share the benefits of K-family membership with the Circle K club of _____ (insert college or university name). It is without question that student involvement in community service is the best way to make a difference in our community. Not only will this Circle K club develop its own sense of community, it also will confront the issues facing the campus and community by identifying solutions to create change.

Our Kiwanis club is committed to assisting this Circle K club to be successful in serving the campus and community.

Our Kiwanis club is committed to providing adequate support to the club and its members throughout this club's existence.

Our Kiwanis club is committed to training this Circle K club's officers to ensure that the club is equipped to manage effectively.

Our Kiwanis club is committed to working together with this Circle K club to plan and implement service projects and fellowship activities.

With these promises in mind I now invite Circle K club president _____ (insert name) to the podium. It is with great pride and enthusiasm that I now present to you and the charter members the charter for the Circle K Club of _____ (insert school name.) I charge each of you with the responsibility of living the objects of Circle K International:

- ☞ To emphasize the advantages of the democratic way of life;
- ☞ To provide the opportunity for leadership training in service;

- ☞ To serve on the campus and in the community;
- ☞ To cooperate with the administrative officers of the educational institution of which this club is a part;
- ☞ To encourage participation in group activities;
- ☞ To promote good fellowship and high scholarship;
- ☞ To develop aggressive citizenship and the spirit of service for improvement of all human relationships;
- ☞ To afford useful training in the social graces and personality development; and
- ☞ To encourage and promote the following ideals:
 - ☞ To give primacy to the human and spiritual rather than to the material values of life;
 - ☞ To encourage the daily living of the Golden Rule in all human relationships;
 - ☞ To promote the adoption and the application of high social, business and professional standards;
 - ☞ To develop, by precept and example, a more intelligent, aggressive and serviceable citizenship;
 - ☞ To provide through Circle K clubs a practical means to form enduring friendships, to render altruistic service, and to build better communities; and
 - ☞ To cooperate in creating and maintaining that sound public opinion and high idealism which makes possible the increase of righteousness, justice, patriotism and goodwill.

I look forward to our clubs working together to strengthen the Kiwanis family and our communities.

INDUCTION CEREMONY

Inductor (Kiwanis Club President or Circle K Lieutenant Governor):

Circle K is such an incredible organization that each of us should want to share its opportunities with others. Surely there is no better evidence of our interest in involving more individuals in service than the establishment of a club and the induction of its charter members. Today we are very pleased to induct the charter members of this Circle K club. I would like to invite all of these individuals to come forward at this time.

Today we bring these individuals into membership of this Circle K club. They already have demonstrated their

commitment to Circle K as they completed our orientation program that consisted of service projects, educational programs, and social activities. One by one I will introduce each new member and their sponsor.

(Insert biographical information about each individual being inducted. Include name, hometown, major, class, special achievements, and other organizational affiliations.)

At this time I would like each of you to make your membership pledge by repeating after me. "I pledge to uphold the objects of Circle K International, to foster compassion and goodwill toward others through service and leadership, to develop my abilities and the abilities of all people, and to dedicate myself to the realization of mankind's potential."

(Give each new member a member pin). We now induct you into the membership of the Circle K Club of _____ (college/university). I welcome you into our Kiwanis-family fellowship. We know that each of you will bring strength to this Circle K club, just as we surely know that membership in this club will bring many rewarding experiences into your life.

Please join me in welcoming our Circle K club and its members. *(Applaud)*

CLUB OFFICER INSTALLATION

At this time I invite the club officers to come forward.

_____ (name of treasurer), would you please step forward? It is your responsibility to work with our Kiwanis club and the school administration to develop and maintain the club budget and receive and record dues payments. It also is your responsibility to ensure that payment of district and international dues are made in a timely manner and that all club activities conform to the club's available funds. Do you pledge to fulfill the duties and responsibilities of the office of Club Treasurer and serve, to the best of your ability, the members of this Circle K club? If so, answer I do.

_____ (name of secretary), would you please step forward? It is your responsibility to

chronicle the business of this club through complete, accurate and timely minutes of the meetings of the club and its board of officers. It also is your responsibility to complete the monthly report form on time and complete correspondence. As secretary, it is your responsibility to document the business of the club. Do you pledge to fulfill the duties and responsibilities for the position of Club Secretary and serve, to the best of your ability, the members of this Circle K club? If so, answer I do.

_____ (name of vice president), would you please step forward? It is your responsibility to preside at all meetings of the club and Board of Officers in the absence of the president. As vice president, it also is your responsibility to oversee all committee activities. Do you pledge to fulfill the duties and responsibilities for the position of Club Vice President and serve, to the best of your ability, the members of this Circle K club? If so, answer I do.

It is now my distinct honor and pleasure to install the person whom you have elected to lead your Circle K club as President. Will _____ (name of president) please step forward? As president, your duties and responsibilities are vast and varied. As the chief executive officer of this club, it will be your overall duty to maintain the organization's health during this next administrative year. You will lead the board of officers during decision and policy-making processes, communicate with the members of the clubs, develop programs, encourage campus and community service, provide leadership development opportunities and much more. Do you pledge to fulfill the duties and responsibilities of the office of Club President and serve, to the best of your ability, the members of this Circle K club? If so, answer I do.

If there are additional officers, insert information about each.

At this time, I will turn the reigns of leadership over to Club President _____.

Allow the club president to make some remarks.

CHARTER NIGHT PROGRAM LAYOUT

Circle K Club

of

Charter Night

Date

Include the following in the inside of your program:

The Program

Call to Order

Pledge of Allegiance

Introduction of Special Guests Kiwanis Club President or Kiwanis Advisor

Opening Remarks Kiwanis Club President or Kiwanis Advisor

Keynote Speaker

Statement of Support by Kiwanis Kiwanis Club President

Presentation of Charter Kiwanis Club President

Induction of Members Kiwanis Club President or Lieutenant Governor

Circle K Pledge

Installation of Officers Kiwanis Club President

Closing Remarks Circle K Club President

Adjournment

Club Officers

Janice Long, President Dana Hunt, Secretary

Jordan Craig, Vice President April Shill, Treasurer

Charter Members

Terri Hulbert

Sharon Haen

Richard Cane

Jason Potter

Leo Wiles

Margaret Odden

Molly Snyder

Mark Renard

Ken Sneed

Ted Thurman

Linda Morkin

Peter James

Kyle Niessner

Tim Danbury

Denise Clyborn

Rod Owens

John Mauer

Kelly Turner

Juanita Baize

Denise Brill

Jim Dent

The program layout will vary from club to club. Be sure to use flashy graphics and include a CKI logo.

MONITORING CLUB PROGRESS

The first few months of club operation are critical to setting the tone of how the entire year will progress. Especially when a new club is built and officers are just beginning to understand the organization, available resources, and the leadership requirements, it is critical that the sponsoring Kiwanis club closely monitor the club's progress during its first year.

Utilize the Club Progress Report form below to ensure that the Circle K club is receiving the service and support needed to remain strong and viable. This form should be completed by the sponsoring Kiwanis club each month during the new club's first year of operation. When the report is complete, potential problem areas should be apparent. These areas will be a good place to focus effort to ensure that future problems do not arise.

CLUB PROGRESS REPORT for new clubs

CLUB ADMINISTRATION

Number of dues paid members

Are all club offices filled? If not, list vacancies:

Are club meetings held weekly?

How often are club board meetings held?

How often are club committee meetings held?

Do the Kiwanis and faculty advisors attend club activities regularly?

Does the club submit monthly report forms regularly?

What is the financial status of the club? poor/adequate/well-funded

CLUB MEMBERSHIP

Does the club plan and execute ongoing activities to recruit new members?

Has there been a continuing and effective membership development program? Elaborate.

Has the club implemented minimum membership requirements?

How many members does the club have in each class?

_____ freshman _____ sophomore _____ junior _____ senior _____ graduate student

CLUB ACTIVITY

Has the club participated in divisional and district activities?

Does the club participate in sponsoring Kiwanis club activities?

Does the club offer a balance of service, social and leadership opportunities?