

# MEMBERSHIP RECRUITMENT GUIDE



**CONSISTENCY:** Being consistent helps with professionalism, organization, and clarification. Be consistent by emphasizing the same message: the core values, by meeting on a set schedule, or by planning on-going service projects every month.

**OUTREACH:** Reach out to new/inactive members! You can do so by pairing active members with newBEEs to help them become active themselves, by bringing a friend to a Key Club meeting/event to ensure their attendance at the next one, or by sharing your Key Club moment to inspire others to join.

**ORGANIZE:** Planning ahead and being proactive helps meetings and events run smoothly. Not only will proper planning ensure members of their “Key Club moments,” but it will also remind them of why they joined key club!

**LEADERSHIP:** BEE a leader by allowing all members to become leaders themselves! As a leader, you should encourage others to take on leadership roles and provide them with any help they need to be successful.