



## Membership Recruitment

Increase club membership this school year by planting some important *seeds* of service...



**SERVICE** Community service is KEY to our mission as Cali-Nev-Ha Key Clubbers. While recruiting members, keep in mind the importance of stressing that Key Club is first and foremost a volunteer-leadership club, with spirited events like Fall Rally as fun extras. As the year progresses, maintain a dedication to community service and encourage members to retain their passion for serving their homes, schools and communities

**ENERGY** The number one most effective technique in increasing membership is to show that you personally are invested in Key Club and that you have a genuine passion for the organization. Keep a smile on your face and some spring in your step, and prospective members are sure to follow. Adding an extra “How Do You Feel?” cheer every now and then won’t hurt either!

**EDUCATE** Future Key Club members would never get the chance to experience all that our incredible Divisions have to offer if they don’t know what Key Club is in the first place; make sure to explain what the core values and practices of Key Club are, as well as clear up the common question of “Do you guys make keys or something?” with the proper response: “No we do not make keys. Rather, we open the doors to your future.”

**DIRECTION** As the school year begins, work to ensure that the entire club board is aware of the goals for the year. Always work to improve the experience of the members you serve and keep in mind the end goal, whether it may be increasing membership, service hours, division participation, etc.