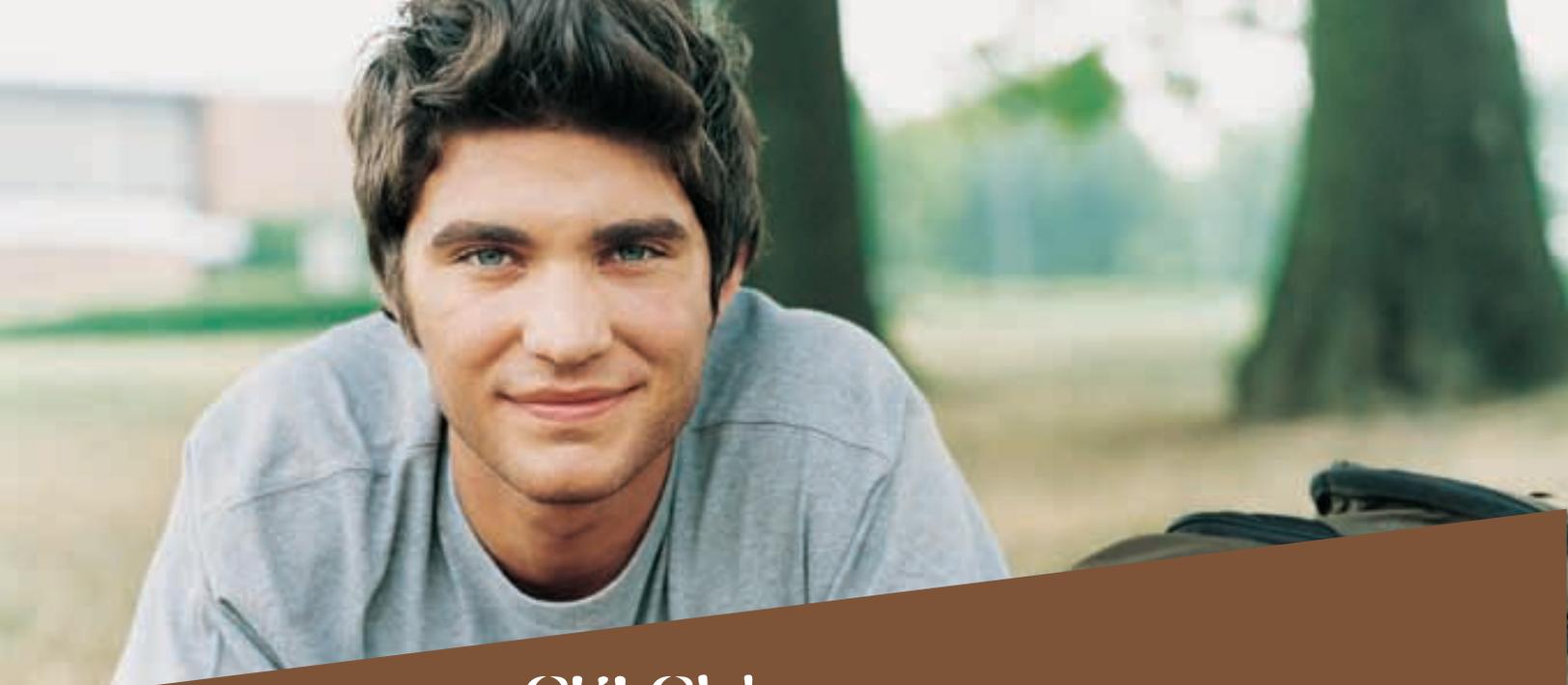




CKI

Circle K International

marketing guide



CKI Club

Marketing Guide

Ever wonder how best to market CKI on your campus?

Looking for ideas as to how to host a successful recruitment drive?

Looking to maintain a great CKI club?

Read on for some tips and other ideas as to ensure a well marketed CKI club.



I. NEW/POTENTIAL MEMBERS

One of the first and perhaps most well-known marketing jobs necessary for a CKI club, is to market to new or potential members. This marketing is necessary for every single CKI club, partially because the club membership turns over as people move on to other things, change colleges, and or finish their post secondary careers. New members also bring new ideas, new energy and continuity to your CKI club that is necessary for its success and

It is important to remember also that marketing to new and/or potential members does not end at the beginning of the school year, it is a continual process. In fact some of the most successful clubs and largest membership increases have been obtained by CKI clubs that remember to market to new and/or potential members each semester, quarter, bimonthly or even monthly. Also, recruitment is not all that is necessary to grow a CKI club. Even if your club is the best at recruiting in the entire organization, it is not successful unless retention is also considered.

One of the most necessary marketing jobs for a CKI club is to market to new or potential members.

a) Recruitment drive (members wanted!)

i. methods of recruitment

A. tabling

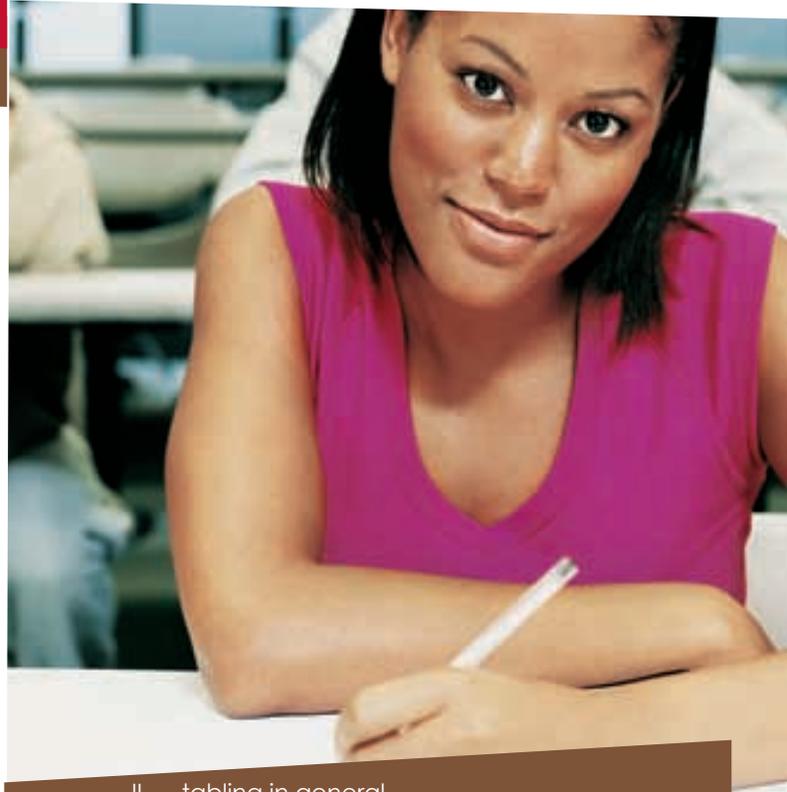
I. clubs fair tabling

If your college or university has a clubs fair available or other type of avenue for tabling at the beginning of a semester, or perhaps whenever a suitable volunteer fair, clubs fair or other occasion presents itself, this is a perfect way to get the word out to potential members. Usually you will have a table and perhaps chairs provided to set out your material, your purpose and advertise it all to the other students at your school. Sign up for a table through the appropriate avenues at your university or college by the particular deadline for the occasion. This is a great reason to stay informed of the general student group policies on your campus. Ask what will be available and any rules governing what you can and cannot do at your table at the fair.

If you're tabling in a clubs fair, it's also important that people notice your table. People attending a clubs fair usually have an idea of why they're there, and may actually be more willing to join a club, since they were interested enough to attend. However, the difficulty of being surrounded by other people also trying to gain their attention to join their club or group, is that there are so many options presenting themselves. Simply put, it's important to make your table unique: use something bright and colourful to attract attention to your table. If you have any free give away items advertise this fact with appropriate signage, especially if you're hosting a contest. Use your club banners or other CKI memorabilia to brand your table as a Circle K club table, and differentiate it from the other club tables out there.

Don't forget to check out the other clubs and groups' displays. You want to be unique, but to also provide enough information concerning your club that individuals will desire to join it. Ensure also that your table is continually staffed by CKI members. If you're trying to build a struggling CKI club, Kiwanians or a faculty advisor can also help, however students are usually drawn to a club more easily by seeing fellow students who are already involved.

So, your club has decided to host a major recruitment drive. Great! Now what? It's important to come up with some great ways of publicizing your club to potential members once you've decided to do so.



II. tabling in general

What should I have at my table? What if my table is not part of a larger clubs fair or otherwise? The above tips still do apply, yet there is also some additional information that you should consider.

Regardless of whether or not you're tabling at a clubs fair or whether you're doing it on your own, you do need to follow whatever rules or regulations that are in place. Often this will include calling the office in charge of student groups on your campus to inquire as to how to table. Check to find out whether you're allowed to distribute food or other giveaways at your table, any rules as to how high your display might go, and any other restrictions that may be imposed. Be sure to sign up for your space through the appropriate office or department, and be aware of whatever rules that the facility imposes. You do not want to lose the privilege of tabling at this particular location. Also, try to choose an appropriate location for your recruitment: you probably want there to be enough foot traffic through the area that your table

make your table
look unique

gets noticed, but not so much that you're inundated. Choosing an appropriate time to recruit also helps: there are often more students on campus during the weekdays and during business hours than otherwise, however you will need CKI'ers to staff your table, so striking an appropriate balance between the two is necessary.

Once you've obtained a table, investigate what resources you have available to you. Do you have appropriate banners and posters to advertise your club in your chosen location? Do you have appropriate CKI apparel? How about brochures, or a poster board? Take the time to order appropriate advertising material if necessary from the Kiwanis Family Store found at www.circlek.org/circlek/ supplies. Items to have handy include: flyers/brochures about CKI, old scrapbooks, tri-fold poster boards, candy, CKI give-aways, a sign up sheet (to be contacted or reminded about your next meeting and/or placed on a club mailing/phoning list or otherwise) and of course CKI members themselves! Be sure to have your table continually staffed by members.

Ensure that all of the members staffing the table can answer general questions about CKI including: "What is CKI?" "What do you do?" "Where do you meet?" "How often do you meet?" Having a sign or hand out that explains these things will also greatly aid your recruitment efforts.

Another great idea is to provide an incentive for people to come to your table and/or meeting. If your club can afford it (or has appropriate items to give away) you can run a contest or hand out free items. Attaching a flyer or information card to free items given away helps promote your club. Many clubs staple candy to handbills or flyers to advertise. Some clubs run contests where one can fill out a form and/or sign up for further information and if their name is drawn at the next CKI meeting and they are present, they might win a prize. Other clubs draw prizes right at the table itself. For more information on potential incentives to check out your table see below

B. Free (or discounted) food/candy/other items

Most people like free stuff. Students are often stereotyped as 'starving students', and most have limited funds to spend on treats. If you can afford to provide something for cheap or free, people will come over to check it out, if not stick around.

I. Hot chocolate

If you're in a cold climate, or doing a winter recruitment drive, oftentimes hot chocolate works perfectly to draw people's attention. Setting up outdoors (or right at the doors of a building) is usually a great way to ensure people's interest in a warm (free and/or cheap!) beverage. Buying some hot chocolate mix in bulk, Styrofoam cups (or other thick disposable cup), water, and having available a hot chocolate dispensing urn of some sort is of great import. Most useful is to have a large hot thermos and plug in kettle for this purpose. Clubs can often ask local Kiwanis clubs if any of their members have any of these materials to donate (especially the kettle/thermos/urn), and/or seek donations from the community to run this event if finances do not allow for the purchase of any of these items, and if they are permitted. Seeing if any CKI members already have any of these said items also helps. It is preferable to set this up on a table of some sort, to ensure ease of dispensing.

With hot chocolate sales or distribution, also remember to have adequate CKI members on hand, and signage proclaiming that CKI is running the event. Distributing the hot chocolate at cost, by donation or free will likely depend on your club's finances and/or if your club is attempting to fundraise simultaneously for a particular cause.



II. Popcorn

One of the most fun recruitment drive events is to distribute popcorn for free or for cheap. Here, renting or obtaining a popcorn maker is of prime import. Using the movie theatre style of popcorn maker is often best, as it will attract sizeable crowds. Other necessary supplies include popcorn kernels, the appropriate oil/butter/flavoring for the particular machine you're using, and popcorn bags. While any type of popcorn bag will work, including brown paper bags, it is a great idea to staple or print CKI information on to the outside of each popcorn package. This short CKI blurb can include: meeting place, date, time, office location (if your club has one), and some simple information on what CKI is. A whole brochure can also be used, however it might be more useful to have brochures simply available at the distribution site along with other CKI memorabilia like banners, posters, and otherwise.

III. Food related incentives for first meeting

You want these potential members to come to your meetings. In fact, you really want them to come to the next meeting, whether it's the first meeting of the year, or simply the first meeting following this huge recruitment drive. Inevitably, some people will be convinced simply from what you are doing in recruitment itself, if you're doing well at your recruitment. However, some people will need a little extra incentive to come to this meeting. Here's where your club can be innovative to figure out something extra to try to bring in new members. Certainly having a great program is important, as are many other aspects (see section 1. B for more information on first meeting content), but a tangible benefit to coming to this meeting might be that little something that will bring in the hesitant potential members. One great tangible benefit that you can advertise about coming to your meeting is food.

The type of food that you choose to provide and how you choose to provide it will certainly depend on your club finances, your relationship to the community (discounts, or donations for example might work), and your club members' culinary skills. However these are some aspects you will likely want to take into account when preparing to provide food at a meeting:

1. Are you allowed to have food in your meeting room of choice? If not, what are you going to do about it? Will you reserve an alternate meeting room? Choose not to provide food but to subsidize

a visit to a food establishment afterward? Provide refreshments outside of your meeting location? Have an outdoor barbecue instead? It is important to consider the rules of your meeting location when planning your meeting!

2. Are there any allergies amongst your current club members of which you should be aware? You certainly do not want to be providing peanut butter cookies if there's an individual with a violent peanut allergy present! For safety, it is recommended to provide only refreshment items that aren't common allergens, so items like nuts and seafood are likely not the best choices in general when inviting so many guests.

3. What kind of budget do you have for this event? This is going to help to determine whether your members are cooking food themselves, or whether you're giving out simple items like cookies and candy rather than pizza or sandwiches.

4. Choose something that is generally well liked. Choosing something bizarre might be great for a food tasting event but for a meeting to introduce new members to the club, it's likely more well received if you stick to a mainstay such as pizza, cookies, fruit platters, veggie trays, sandwiches, barbecues, candy or even a potluck (but it's best to ensure that the new members know that they don't have to bring food, that should be up to the current members if possible) etc.

5. Prepare for clean up and have the necessary eating tools available. Pizza and soda pop might be a great idea for a meeting, but if you forget cups and napkins it becomes difficult to eat and drink without making a huge mess.

IV. Candy

At the location where you're recruiting, or even at the meetings themselves, having candy, cookies or other small munchies available usually works well to garner and/or maintain interest in your club. One can even place a sticker on a wrapped candy, staple a handbill to a candy wrapper, or hand out CKI information along with the napkin you're distributing the munchies with.

V. Non-food take-aways

Depending on budgets, availability of items, and simple desire, you can choose to distribute small CKI take away items as you recruit. Ideas include any item from the Kiwanis Family store (found at

www.circlek.org/circlek/supplies) like coasters, teddy bears, key chains, hats, cups, pens and so on. Other ideas include CKI pamphlets, club specific items (often of your club's creation). Anything with CKI relevancy that the individual who picks it up is likely to keep and find at a later date reminding them of CKI and perhaps encouraging them to join is always a good idea.

C. Word of mouth

So, you're talking to one of your friends about this awesome meeting/event/conference/project/etc. that you went to, and happen to mention that it was with CKI. They ask what CKI is. Now what? This is often where we can gain the most members in CKI: through word of mouth. It's easiest to convince one of your friends to come to a meeting for something you already enjoy, especially if you feel strongly about it, or if you know that it's something that they would enjoy. So what makes good word of mouth advertising?

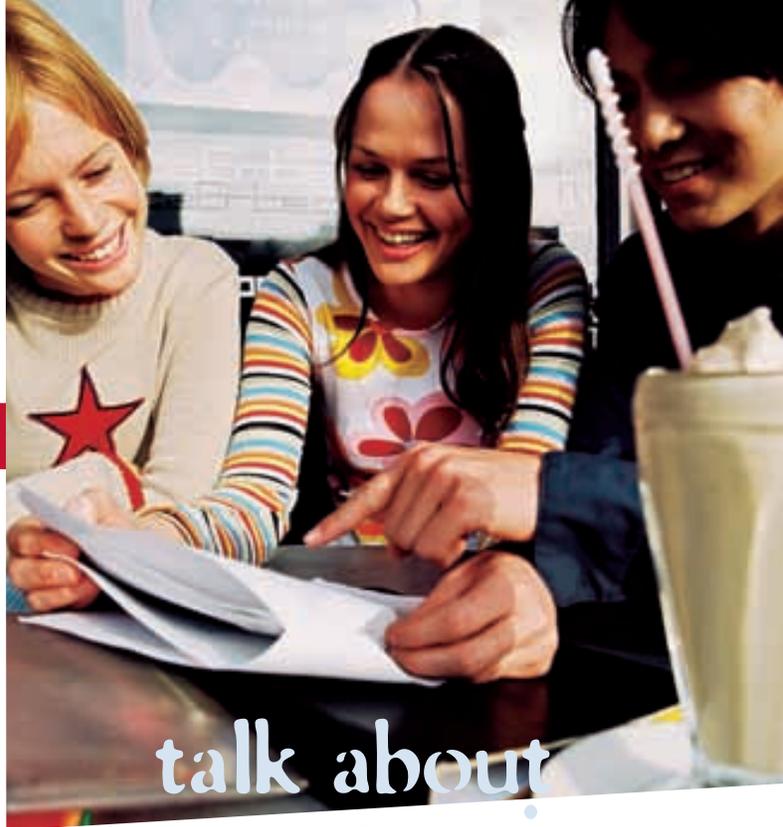
Being positive, yet realistic. Talk about why you like CKI, why you go and what it means to you, but don't go overboard on the superlatives. Gushing about how awesome the organization is might just serve to alienate potential members, especially if they start thinking you're acting strangely.

Talk about your experiences. Sure, CKI is a collegiate organization, sure it involves the three tenants of service, leadership and fellowship, with a motto of "we build" but what does that mean to a potential member? Link these factoids to positive experiences you've had. Tell them about things you feel passionate about. Your enthusiasm will be catchy.

Explain how they can get involved! They won't join CKI if they don't know how! Invite them to a meeting, make it as easy as possible to get involved and try to help them through the whole process if at all possible. Answer the questions they might ask, and if you don't know the answers, tell them you'll try to find out for them. No information is better than misinformation!

D. Through events themselves

So you're hosting a social on campus, or having a divisional rally, or hosting a conference, running a service project, or putting on a fundraiser. People are apt to come along and witness whatever it is that you're doing, they might be happy that you're doing it, and even come up and ask what it's all about. Yet, many are too shy to take that giant step to go and disturb you to ask questions. While it might seem evident, advertising



talk about your experiences

Get your name out there, put up signage and/or posters explaining who you are. Wear your CKI memorabilia, like t-shirts, pins, hats and otherwise. But remember to promote yourselves. Even just remembering to include who is putting on the particular service project or event on any advertising materials will help get name recognition happening. Not only that, but some events include non-CKI volunteers, are hosted by an external organization, or are even hosted in conjunction with another organization on campus. There is certainly no harm in recruiting these members to join, or in telling them whom you are, what CKI is and what you do.

In fact, if you're co-sponsoring events with other organizations on-campus, this might be a perfect opportunity to gain members with dual membership: membership in both organizations! This is yet another reason why it's important to self promote during these events. Many times members feel that they can only be in one organization at a time. However, many members join CKI because they met other members through joint events. It's important to promote encouraging other groups to become involved whilst at events and working together rather than being cut-throat for membership.

E. Postering

Postering is often a mainstay of CKI recruitment drive efforts, yet perhaps one of the least successful. While it does serve to get the word out to potential members, unless it truly catches someone's eye, it alone will

not serve to recruit a new member. However, that said, much can be done with postering, and there are people out there who do pay attention to what is on the multitudes of walls and bulletin boards out there on campuses worldwide. Not only that but when done in conjunction with other events, like tabling, service projects and general recruitment, the poster might just be the straw that breaks the camel's back: that is it might be that little thing that will convince someone to come to meetings or to join. Some things to take into account when using posters:

Make them unique! On a bulletin board covered with hundreds of 8.5 by 11-inch pieces of white paper, another such page of club advertisements will not be noticed. However, if the same poster is in bright yellow, it might stand out and be noticed. Use the resources you have available to make truly unique eye catching posters. Some schools have avenues to put up hand made enormous posters to hang down from high points on the campus as well... these large posters can sometimes also make that little extra impact needed, if they're noticed!

Follow the appropriate guidelines. If the building you want to poster in requires approval to do so, get approval. If you need to spray fireproofing on an enormous paper poster for display, get it done.

You don't want your hard work destroyed by a lack of following rules, or through poor planning.

Plan the poster well. Use your empty white space appropriately. A poster too cluttered will not be read, nor will one with 6pt-font size. You want your poster to be visually appealing, to include appropriate information (if you're advertising for your first meeting, give the information necessary to attend!) and to be easily legible.

Put them up in prime locations. Look at your campus carefully and determine what areas are most likely to get enough people traffic for your posters to get viewed. An obscure hallway might be empty from other posters and make your poster stand up, but no one goes down this hallway, then no one's likely to be encouraged to come to your event. Think carefully and poster accordingly.

F. Key clubbers

Let's not forget to recruit Key Club alumni into CKI either. Recruiting KCI'ers to CKI should be really easy: They'll all join at the first mention of CKI. The individuals who sent on their interest in your CKI club will even pay their dues at the very first CKI meeting of the year, and will be the best CKI'ers ever, right?

That might be the perfect situation, however, it's certainly not the case on very many campuses out there. In fact, many KCI'ers who attend post-secondary never join CKI clubs, even if they exist on the campuses they attend. The reality is that not every KCI'er will be interested in CKI, especially given the multitude of clubs and activities that are available, however what is important is to garner the interest of those who are interested, and not frighten them away.

Key club alumni are potentially one of the easiest groups of people to recruit into CKI: they have already done service to their communities, and they already know something about the Kiwanis family and about how some things work. However, there are numerous differences between KCI and CKI that they must be informed about. In addition, in the first months of college or university a KCI alumni is likely very busy learning the ins and outs of their post secondary experience, settling into a new environment. Joining CKI should be a simple, yet not overwhelming part of a new post secondary student's experience in their first year.

1. Ask! Don't forget to invite KCI alumni to your CKI meetings. You can't know if they are interested or not if you don't try to recruit them just like any



other member you would like to recruit.

2. **Encourage!** Encourage your KCI alumni to try it out and see what it's all about, let them know that it's not the same thing as KCI, but that while it's different, it's something to consider. Consider hosting an information session, or sitting down with the KCI alumni you have to answer their questions and to help explain the differences.

3. **Be Patient.** If they don't join right away, there's no harm in catching up with these individuals in later semesters or years to see how they're doing and if they might be interested once they're settled in on campus.

4. **Recruit as usual!** Don't forget that KCI alumni are new members like any other and should be invited to all new member events and be welcomed to the club in the same way as any other new CKI member.

5. **If at first you don't succeed... don't overwhelm KCI alumni!** You can ask them why they don't feel like joining or encourage them to participate, but do not try to get them overly involved unless that is their desire. Many KCI alumni desire to take a break from as intensive involvement until they are well settled in to the collegiate atmosphere.

6. **Welcome them!** Be sure to welcome interested KCI alumni to your meetings, and to involve yourselves with the local Key clubs in your area. A good relationship with current Key Club members will do a lot to welcome KCI alumni into your club, especially if they are from the area. Key Club is something that they are familiar with, Kiwanis family activities may help them feel at home with your club.

7. **Survey!** Asking what they would like to get out of their CKI experience will work wonders in keeping any interested Key Club alumni involved with your club. This works well with all new members, but it's incredibly helpful in helping KCI alumni feel at home with your club if they have the opportunity to help influence what the club is involved in.

ii. General tips for your recruitment drive

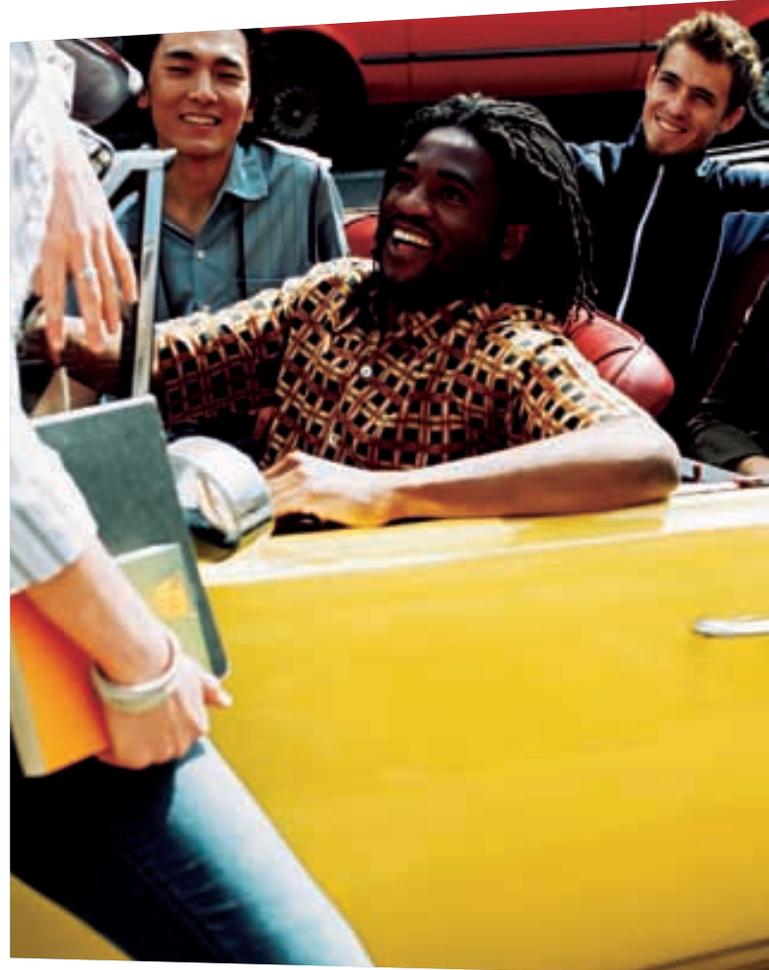
1. Be positive! People won't join your CKI club if you're focusing on negative aspects of membership. Be realistic, but do talk about the positive aspects of CKI in all that you do when recruiting!

2. Consider non-traditional members. Just because

someone might be a part-time student, a single parent, an older student, a graduate student or even a student with a disability, if they're attending your campus, you can recruit them to join! In fact, some of CKI's strongest supporters can be non-traditional students.

3. Look to recruit a diversity of members. Students from all faculties and departments, areas of the world, religious and cultural groups, ages, demographics, and so on should all be considered. In fact, if your club becomes predominantly one group or another of students, it risks becoming pigeon holed as not only a CKI club but as whatever the group of students it contains. Look to recruit those types of students you are missing in your club. Your club will only become richer as a result.

4. Don't inundate potential members with too much information. Psychologists say that you can only remember 7 items in your short-term memory at a time (on average). Providing the necessary information in clear concise forms will serve a potential member well, as they will be more likely to remember it.



5. Use your CKI memorabilia! Your club probably has items such as a bell, banner, gavel, T-shirts, posters,

and pins (etc.). Don't be afraid to brand yourselves appropriately as a CKI club while doing your recruiting.

6. Don't be afraid to be unique! If you try a non-traditional method of recruiting members, you might just be more successful! Many clubs combine service with their tabling efforts, enabling potential members to somehow contribute service just as they are finding out about the club. Others use interesting angles to attract membership. Feel free to be creative, and really, any additional publicity from unique recruitment methods might just be helpful with relation to other upcoming CKI events.

7. Continually recruit! Don't forget that recruitment drives aren't just for the beginning of the school year. Clubs who recruit year-round often have the most success in maintaining a strong membership base. Some clubs even plan monthly membership recruitment activities!

8. Be visible! Try to stand out in the crowd of other student groups out there. Perhaps there are other service organizations on your campus, so try to play on your unique features. The same goes for recruitment itself: ensure that your recruitment posters, tables, activities and so on are noticed!

9. Follow laws, rules and guidelines! If you want to maintain a good reputation on your campus, and not suffer any negative consequences of running your recruitment drives, be sure to pay attention to any campus, municipal, state/provincial, national, and CKI rules, regulations, and laws that apply to your activities.

10. Have fun! Above all else, you will want to make the CKI recruitment activities you offer enjoyable to everyone involved. This includes more than just the potential members, but your current members as well!

b) The first meeting of the year (they're interested, now to keep them coming back)

Before your first meeting of the year, you will want to communicate with the rest of your current club membership and/or executive to ensure that you are all on the same page. It is crucial to have a club that is somewhat organized or cohesive by the time one holds their first new member meeting. Perhaps having an executive meeting or even a returning club meeting before hosting your first club meeting is a smart idea. This way, returning members realize how important their visibility and support is, whether they are on the Executive Board or not. Not only that, but an organized first meeting with a cohesive club only serves to provide a better impression of CKI to any new members who attend your meeting!

Below are some guidelines as to how a typical new member meeting could be held in order to ensure that those interested members you may have recruited will keep coming back following the first meeting of the year.

i. Essential information

At the first meeting of the year, there is typically some essential information that you will want to communicate to the membership. It is crucial to keep this concise and interesting such as to keep the attention of the audience. A great idea is to provide agendas and/or handouts to the students present so that they know what to expect, and do not get lost in the proceedings. Not only that, but if some of the information is presented in take-away form, the interested potential members can consult this on their own, and use it as a reference.

Welcome all the new AND returning CKI members present! Greet everyone at the door (or entrance) to the meeting. Explain what CKI is and what you do as a club on your campus. Answer any questions that people have on this matter. When you do this in the meeting is up to you and your club; however, it should be done. A simple what is CKI explanation is essential to a meeting where new members are introduced to the club.

ii. Introductions (often of exec, but this varies)

At this meeting, it is essential to introduce all of the executive, any district or international board members present (if any), and your Kiwanis and Faculty advisors. Explanations as to what each of these people do should be short, but can be a huge benefit for your club members. Someone should explain what Kiwanis is also. Kiwanis' defining statement works rather well in this instance, as it concisely covers that which Kiwanis is.

iii. Icebreakers

Feel free to have one or two quick get to know each other games. Prizes are optional, but simply going around the circle and going over names, and making it fun will often work well. There are certainly a number of amazing icebreakers available. Ask someone to teach you some if you do not know any, as it is easiest to be taught icebreakers in person rather than consulting a document on them. Be sure to use non-threatening icebreakers, especially those where people do not have to be super comfortable to take part. There are some great icebreakers out there that can feel a little too out there for comfort, and you do not want to scare away potential members.

iv. Other activities

You can have food, other games, discussions, or even service projects in conjunction with your meeting. Feel free to include some formal aspects of a meeting, but these are up to you and your club. Above all, it is important that your meeting be simple, run on time, provide adequate information and be fun for all involved.

v. Any business

Offer project sign ups for any upcoming projects, and talk about any upcoming events such as district fall events and/or social events for your club. Inform the attendees of when the next planned meeting will take place.

vi. Tips

1. Above all, ensure that everyone in attendance feels welcome. No one will join a club where they feel out of place, or even discouraged to be a member.
2. Keep the meeting running on time. If people expect the meeting to be an hour long, a three-hour meeting will give them a poor impression of CKI.
3. Ensure that the executive is present. People pay attention to the actions of your executive. A non-involved executive provides a poor impression of your club.
4. Have some fun! A boring meeting will not incite new members to join your club.
5. Provide the essential information. Most prospective members will want to know what CKI is and have a taste of what your club is like and what it does.

c) New member orientation, and other ways to keep new members involved and interested.

So, once you have new members, you will want them to stay beyond the first few meetings of the year. A great way to ensure this is to host a new member orientation session. Further information on this is found on the CKI Web site (www.circlek.org). This can be invaluable to keeping new CKI members interested: a properly informed member will often become more enthusiastic about CKI, and thus more involved... an involved member is more likely to continue to be a member.

New members need ownership in the club. That is, they will want some opportunities to provide input into how the club functions. Welcome their attendance at executive meetings, have them provide feedback and survey them as to what they would like the club to do. If you have vacant executive positions, committee chair positions, project chair positions or committee spots, invite new members to take on one of these roles if they are interested. If they have a specified role or responsibility in your club, they are more likely to continue to be involved, and truly make their membership worthwhile.

www.circlek.org

2. CURRENT MEMBERS

What do you mean I need to market to current CKI members, you might ask. Simple: you need to keep CKI as an interesting, important part of their lives if you want them to continue their membership in your group. If CKI no longer strikes a chord in their lives, they will leave CKI. Let's keep this interest building, and work to grow stronger CKI clubs!

a) A general planning meeting

On a regular basis, it is important to get the whole club involved in planning, not just the executive. A general planning meeting is often recommended at the beginning of a year, semester or other new period in CKI: this would be a great time to plan what major projects, new endeavors, socials and recruitment efforts you would like to plan for the next little while. This provides all members say in what is going to



communicating with the club is crucial in maintaining their interest

transpiring with the club. Not only that, but the club can plan its big meetings, celebrations and otherwise with the presence of everyone there. Before the first meeting of the year, a general planning meeting can help plan out what will happen at this meeting, for example.

b) Interest surveys

These should be offered to members at various points in the year. It is recommended that these be offered at least once yearly (perhaps when one pays one's membership?), and preferably at the end of each semester (or other major time period in your CKI year). At the beginning of a school year it's often pertinent to ask what kinds of projects the member would like to involve themselves with (eg. projects with animals, projects with children, projects with elderly, major sporting events, etc.), what their availability would be for projects (mostly weekends, weekdays, during the day, during the evenings etc.), whether they prefer many little projects or few large projects, or CKI initiated projects versus projects with other organizations etc. At the end of a semester, asking what the members enjoyed, disliked and what they want to

upcoming semester can be also asked. This way you are assuring that what club members want to do, is available for them to do during the upcoming semester. So many times clubs decide on projects before checking availability of club members. Interest surveys do both! Tailoring your interest survey to your particular club and the questions you will want to ask will greatly aid this endeavor.

c) Communication methods

Certainly, communicating with your club members is crucial in maintaining their interest in the club. However, there are certainly many ways of doing this! One does not have to rely only on in person communication in order to ensure that the appropriate information is conveyed to your club membership. In fact, relying solely on such communication as provided in your meetings often means that a member who cannot attend a meeting (for whatever reason as may occur) will quickly be out of the loop so to speak. Thus, it is important to utilize various communication methods to reach out to your membership and ensure that the current members feel well informed about your club! The following are some methods that may serve your club well.



Phone calls: if this is feasible for your club, calling members who do (and/or do not) attend a particular club meeting to update them on events can often be a good way to help continue the stream of information for these members. One positive aspect of calling is that it is essentially the most personal form of communication besides from in person meetings. One downside is the time involved and the chance of not reaching the intended recipient.



Email lists: sending out weekly meetings summing up meeting activities is often an easy way for a club to maintain contact and distribute information to the membership. This can easily be done through services such as Yahoo! Groups for example. Not only that but a CKI specific email account is often an easy way to maintain a static contact address for your club regardless of club membership turn over.



Newsletters and bulletins (hard copies and online versions): these can be effectively used to communicate not only with your current membership but also to interested members, Kiwanis family members, and others who might be interested. Include here information on past projects, future endeavors and items of interest to keep it interesting.



Web sites: having a club Web site is also a great idea to help improve club communications. One can post information concerning projects, your club and your executive alongside essential information about what CKI is in it of itself.



Mentoring: Clubs can use this method to help keep every continuing member AND new member informed as to club happenings. Essentially here, every returning member is potentially responsible for a new or potential member. This returning member's job is to make sure that the new member understands what's going on in meetings, reminds them of projects/ meetings/events and promotes fellowship with one another. This is a great way that new members don't fall through the cracks and leave without anyone noticing.

Again, remember that one can use any of these above methods and/or a combination thereof in addition to your club meetings.

d) Keeping it new and interesting

To maintain interested informed members, it is crucial to keep meetings, and other information provided interesting. Don't be afraid to try new things or to investigate new possibilities. It's also important to keep the communications themselves interesting. Including tasteful humor, poetry, pictures, photos, art, themes and other fabulous activities in your communications can serve to continue to garner the interest of your current membership.

keep it new
and interesting!





3. OTHER STUDENT ORGANIZATIONS/ GROUPS/CLUBS

One often ignored yet incredibly useful method of marketing your club is to do so toward and/or through other student organizations/groups/clubs. There are various aspects to this type of marketing, and while all are useful, sometimes one or more of these aspects are forgotten.

a) Utilizing resources available

Many resources might exist for the promotion of your CKI club within your university campus through other student organizations, groups and/or clubs. Following are some potential options that you could pursue.

School Newspapers: often student groups are able to provide articles, information for articles, or press releases to school newspapers for easy coverage, especially if the club is hosting an incredibly interesting event or activity (see the CKI Public Relations manual for more information concerning how to prepare press releases). In addition, some school newspapers offer specific sections for club or student group news blurbs, a calendar of events or otherwise. Not only that, but school newspapers are one of the least expensive newspaper venues

to print ads most often, since many of these will provide discounts (if not free) advertising to student groups on your campus.

Student group association (if one such office or group exists on your campus): These often offer various services to the student groups or clubs on campuses. Such possibilities include provision of information on how and where to poster on campus, how to access different methods of publicity (including but not limited to mentions on the school Web site, school newspaper advertising, email blasts through associated newsletters, and otherwise), provision of office space, funding and otherwise. Often student group associations will also market member clubs to each other, providing yet another avenue for marketing. Depending on how your student organizations function, some of these services may also be provided through student government bodies directly.

Orientation services, school tour guide services and other services that promote your school or inform current students: these can sometimes include your club in various publications, and/or in their talks or touring.

There will likely exist many other services at your disposal, however these are a few one should consider when it comes to marketing.

b) Co-hosting events/projects

One of the easiest ways of advertising your club is to do joint events or projects. Why? Because not only will the membership of the other club become informed about your club, but the people supporting and interested in the other club will likely come to take part and/or witness the event.

Such joint projects can range from joint benefit concerts, to service projects with various organizations (for example a campus food bank, UNICEF chapter, Amnesty International group, African aid group etc.), or from joint fundraisers (with everything from sports clubs to faculty specific clubs) to socials. Not only can you gain interest from these various groups' membership, but they will also (provided that the experience is positive) be more positive toward your club, and potentially offer other benefits to your club (including future mentions of your past partnership, and the opportunity for future collaboration).

Important factors to consider here include the following. It is important to work together with a variety of said other groups on your campus. You do not want to be known only as the service club that hangs out with the debate team, or the club that supports the intramural soccer clubs. Instead of becoming stuck with a label, work to associate with a variety of other reasonable organizations, thus encouraging a diversity of potential marketing avenues (not to mention new membership prospects!). Other ideas for great partnerships include: to appoint a chair from your club to head up the interaction, to ensure a positive rapport with the other club, and to ensure that your club become adequately informed about what the other club is all about. Work at these projects and/or events with the same degree (if not more) effort as you would with any club initiative, as a bad showing will often mean negative relations in the future, whereas a positive result will often breed more positivity for your club.

4. STUDENT GOVERNMENT BODIES

Just as there are numerous opportunities to use other student groups and organizations in your marketing endeavors, there are also many possibilities when it comes to Student Government Bodies. Each post secondary institution will function differently when it comes to such things, however there are some possibilities that will be mentioned as follows.

a) Grant proposals

Many student government bodies offer funding of some form or another for student groups on their campuses. That said, obtaining such funding is usually not automatic. In most instances a grant proposal. Now, grant proposals will depend vastly upon the particular school and type of grant for which you are applying. Some schools offer grants for general operating expenses for a club, while other grants are event specific. Some might be offered from a state (or other outside organization) whereas others are college specific. Often, there are limitations to the extent, the frequency or the percentage of an event's cost that are potentially covered, so it is important to investigate when and why best to apply for a said type of grant. General tips for filling out grants include:

- 1. Submitting them in a timely manner.** Ensure to follow appropriate deadlines for grant proposal submission. Sometimes there are various deadlines during a school year (each term or semester perhaps). Usually there is little or no flexibility in grant proposal deadlines.

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2. Be specific. When providing information in your proposal, be as specific as possible. This will often aid the granting organization in determining whether or not to award your club with a grant.

3. Prepare a well-organized budget report. If the budget you submit for your grant proposal is disorganized it is less likely to be well understood. A well-organized budget also indicates organization in general, thus making the proposal more sound, partly because it indicates that some thought was given to the money's eventual use.

4. Provide adequate information as to the type of usage planned for the grant itself. Explaining that you are hosting a charity ball is often less useful than explaining why and how the money from the charity ball will be used for example, depending on what particular questions are being answered in the grant application. Remember that each application will differ vastly.

5. Answer all aspects of the application package, and ask for help if necessary. Do not be afraid to ask for help when you need it in regards to grants. In all likelihood there exist others who have already gone through the process and can provide advice to you. Not only that, but many student government organizations themselves offer aid if you request it. Also, an incomplete application will often be less worthy of a grant than a completed one, so it is important to fill out all aspects of the application.

6. Proofread and prevent simple errors. Spelling and grammar errors (along with typos) will work to obfuscate the message that you are communicating in any document. The same goes for grant applications.

b) General tips

As there are many other ways that student government bodies can be useful to a CKI club (especially in maintaining your official club status on your particular campus and/or improving it), the following tips are also useful:

1. If necessary or useful, submit timely reports on the club's happenings.
2. Be sure to follow all student group rules and regulations on your campus.
3. Ensure a positive attitude of your membership (during events etc.) concerning the school itself.
4. Utilize publicity methods available to you as a student group. This might include being listed in student handbooks, on the student government Web site (or elsewhere), having opportunities to participate in clubs fairs, speak at events and/or provide volunteers for Student government functions just to list a few.
5. Continue to positively affect your campus.

5. Conclusion

Marketing your CKI club within your campus environment can vary vastly in its usefulness and its application, however there are numerous methods that can be used to achieve these ends. Feel free to experiment and determine what works well for you and your CKI club. That said, these above guidelines should prove useful for your future marketing efforts.

**Happy
Marketing!**





A Kiwanis Family Member
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