

## HOW TO RECRUIT NEW MEMBERS BY TELLING YOUR CKI STORY

Why did you join Circle K International? Why have you stayed? How have you grown through your experiences as a CKI member?

While your CKI story is an adventure unique to you, sharing it with potential new members can be a powerful recruitment technique. Shouting “Join CKI!” does not mean as much (or anything) to the random person walking by but sharing a personal story will help open someone’s eyes to the possibilities available through CKI.

What makes the CKI member experience unique?

- Rather than being confined to your immediate community, you can connect regularly with members throughout your region or around the world.
- You’ll receive opportunities to develop professionally through student leadership at the club, district and international levels.
- The Kiwanis family is comprised of younger students to mentor as well as a network of professionals who can be mentors for CKI members.

Combine these unique opportunities with your personal story, if possible. This is the ideal formula to recruit new members!

The key component to effective storytelling is making your story genuine and relatable; this allows people to see themselves in your shoes. Write down your CKI story and share it with a friend. Consider adopting a couple of stories to use with different types of people; it is important to tailor your approach to your audience when possible.

Example #1: *Incoming freshman*

“Hey! I am Kelvin. When I joined this club three years ago as a freshman just looking for something to do, I didn’t realize that the people in it would soon become my chosen family. We have made lifelong memories while serving our community, traveling and making a difference in this world. I can’t imagine a more meaningful college experience. If you are looking for a home, we can be your family!”

Example #2: *Business major*

“My name is Julia. It’s nice to meet you. I have been a general member for about a year now, and I cannot stress enough how valuable my experience with this organization has been. I was able to network with so many people, and the club has provided so many volunteer opportunities that my resume is just glowing! It’s so much fun meeting people, too.”

Engage prospective new members in conversation to arrive at this point; don't just talk at them unsolicited. Once you have their attention, invite them to an upcoming club meeting or event. Encourage them to bring their friends. Casually inviting someone to one event is a much more manageable “ask” than asking someone to join the entire organization, which can sound like an overwhelming or even impossible commitment. Be sure to collect their contact information and follow



up, cautious to not be overbearing. Following up is key, because even if people are genuinely interested, they will forget if someone is not investing in them.

Depending on the context, you may not have time to engage in a longer conversation with a prospective new member. You can boil your CKI story down to a quick introduction, commonly referred to as an “elevator pitch.” It is important to keep it short so you don’t waste anyone’s time.

An effective elevator pitch should answer the following:

- Who are you?
- What do you do?
- Why do you do it?
- What do you want?

- **Start by introducing yourself**

Give your name and a culturally-appropriate greeting or pleasantry like “It is nice to meet you!”

- **Summarize what you do**

Provide only relevant information about what you do. This could be your position along with what you have done with the organization or what the organization strives to accomplish.

- **Share your “why”**

What you do does not matter if it is not clear why you do it. Describe your passion and how that drew you to CKI.

- **Explain what you want**

If you’re recruiting a member or asking for volunteers at an event, saying what you want is a key component of the pitch. You’d be surprised how many people forget to ask.

