



Capital District of Circle K International Talking Point Pointers

What makes Circle K different from other clubs?

- Kiwanis Family Network
- International Service Organization
- Leadership Development Programs/Events/Opportunities
- Impactful service projects

Bad Pitch:

"Hey, our organization is called Circle K International. We are a volunteer organization, and we meet every week. Wanna join?"

This is a pretty average pitch you'll hear from many organizations. But it starts BACKWARDS on the model, with the WHAT, when it should start with the why.

Good Pitch:

"Do you like making friends and meeting new people?" (Sure)

"Do you like the idea of hanging out with these people while doing awesome helpful events like walking dogs or restoring parks?" (Sure)

"Oh my God, that's two out of two! Boy do I have some news for you. I'm a part of a team that does all of those things! We meet new people every day, and hang out with friends doing amazing service projects for the humane society, Feeding America, and really anything you could want to see. We're called Circle K International, and we're a part of the largest service organization for college students in the world. I would really like to see you at our next meeting."

Thinking about Conversations:

Remember, recruitment is about ***forming a relationship*** with a potential member of your club. You want to get to know them before you "pitch" them CKI.

People Join People! A potential member might be passionate about service; however, if your club does not seem welcoming and make an effort to get to know them, there are hundreds of other clubs on campus that do service. Show them why CKI stands out through our aspect of fellowship!

Remember: Handshakes lead to conversations, conversations lead to relationships, relationships lead to collaboration, collaboration leads to organizations... and organizations (like yours) are the best way to change the world for the better.

THE THREE RECRUITMENT SECRETS

You can't recruit who you don't know. This deceptively simple principle is often the biggest reason membership groups struggle to grow. Until your members have shaken someone's hand, they don't have a chance to recruit them. And there are probably countless people whose hands you've never shaken. Many organizations don't have a recruitment problem, they have a friendship problem. The first secret of growing your membership is to remember that you can't recruit who you don't know.

People don't join organizations. People join people. Too many organizations try to convince "the public" that their organization is really great and people should want to join. In other words, they shout about themselves at strangers. Let me be frank, people don't care about your organization until you care about them. Stop talking about yourself. Think about your marketing, advertising, exhibiting, brochures, informational meetings, recruitment conversations, etc. These should all be about deepening a meaningful relationship with your potential members*, not talking about your organization. People don't join organizations, people join people. Want proof? At an upcoming meeting, ask your current members to do this: "On the count of three, name the one person responsible for you becoming a member of this organization -- either person who recruited you, or the person who is the reason you stayed. Ready? 1, 2, 3!" Listen as they all say a name out loud at once. People join people. A great recruitment system requires putting your best members in a position to become "that one person" to as many potential new members as possible.

You scare people. Be more normal. The third secret is a little tongue in cheek, but nonetheless important. Are there ways that members of your organization "scare" people? Often cause-based group members share such tight fellowship, or such a deep passion for their organization's mission, that they forget that outsiders don't understand their insider experience. Sometimes it's jargon or outfits or inside jokes. Other times it's just an in-your-face intensity that spooks people away. Perhaps your organization (like many) has a bad habit of meeting someone new and immediately saying, "DO YOU WANT TO JOIN OUR GROUP?!" Relationships and commitment take time. The currency of recruitment is TRUST, and trust takes time. Smart recruitment isn't instant, it's intentional and patient.