

# *How To Increase Your Club's Membership*

*By Membership Committee Chair Maria Landron*





# CLUB RUSH AND FRESHMEN ORIENTATION

- Ask for their contact information so you can contact them eventually
- If your school does not have club rush ask to set up a table during lunch
- Tell them the details of your next meeting
- Emphasize that Key Club is an international organization
- Explain the structure of Key Club
- Have something at the booth that attracts people (ex. Candy)





# POSTERS

- Posters are a great way to increase awareness of your club
- Ask teachers if you can place posters inside or near their classrooms
- Posters should be attractive and legible with club information
- Key Club posters can be found online at the Key Club store free of charge.





# HOLD A SERVICE PROJECT AT YOUR FIRST MEETING

- A service project during a first meeting is an amazing way to show new members what Key Club is all about.
- Service projects could be dog toys, making birthday cards for the elderly or making backpacks with supplies for homeless children.
- Announcing a service project at a meeting is also important.





# KEY CLUB WEEK

- Key Club is a **great** way to increase and keep awareness in your school.
- Plan ahead with your club to have an amazing Key Club Week
- Keep your whole club involved during Key Club Week





# STAY ACTIVE



- Have regulated club meetings
- Announce service projects ahead of time
- Do not have repetitive service projects
- Keep members involved through the planning event process





# TIPS AND TRICKS

- Reward members throughout the year for their good character and participation
- Recruit members throughout the year- specially in the beginning of the first and second semester
- Have membership requirements to keep members involved
- Know who we are and how we are structured!
- **Always remind members that we are a student, leadership organization**





*GOOD LUCK!*

