

Member Recruitment

Connecting with potential club members



A general club member is just as important as any other member in Key Club International. It is especially important this year to strategize ways to gain new members for the upcoming service year! Below are simple steps your club can take to recruit new members.



01 Connect



Create a list of students that you believe would be interested in joining your club. Look for students who enjoy serving their home, school or community. Work with your teachers to see if they have any students they would recommend for your club!

Once you create your list it is important to connect with them. If you are back in school face to face see if you can hang up flyers and posters around the school to inform students about your club. If you are online see if you can create a digital poster/flyer or email that you would be able to send out to your student body.

When making flyers and posters make sure they are appealing to read. Below are free platforms to create flyers and posters.



Canva



Adobe
Spark



Google
Drawings

Key Club International offers free posters you can use for your club. The link to the posters are [HERE!](#)

02 Plan



Once you create promotional flyers you can then begin to plan out an introductory meeting. This meeting will serve as an informational session for those interested in joining your club.

When planning your meeting make sure you keep it short and sweet. No one likes to sit through a long lecture. Make your meeting as interactive and fun as possible. If you are able to host an in person meeting make it as engaging as possible. Include fun introductory games to allow others get to know each other. People love prizes create a short game on basic Key Club trivia.

If you are online you can still host a fun and interactive meeting. The best platform to host a meeting is Zoom. Utilize the different Zoom features to your advantage. You can create small groups by sending participants into breakout rooms that way you can get more personal with your interested members.

Check out more about hosting virtual meetings on page 5!

03 Advertise



Once you create your introductory meeting use your social media page to get the word out. If your club does not have a social media page create one. A social media page allows you to easily push out information to others.

Work with your school administration to see if they would allow you to post something on the school website. Or if your school does daily announcements see if they would be willing to add in information regarding your introductory meeting!

Work with your current members if they would be willing to share the information with their friends or if they would be willing to share it on their personal social media page.



Key Club International offers free meeting invitation templates you can use for your club. The link to the invitations are [HERE!](#)