



Membership Growth and Retention Booklet

Introduction

Membership growth and retention is very important for each individual chapter of Key Club and for Key Club as an organization. This booklet will go through some ways to increase membership growth and maintain solid retention. Clubs will be able to pull information, ideas, and templates from this booklet to better themselves in a variety of ways.

The intention of this booklet is to provide the necessary information and resources to successfully increase the number of members within each Key Club and to ensure the number is consistent each year. All of the resources and templates found within this booklet can be personalized and adjusted to suit your own Key Club.

The resources and templates mentioned in this booklet can also be found in the Membership Growth and Retention Toolkit [here](#). The Southwest District Membership Growth and Retention Committee hopes that this booklet will help Key Clubs maximize membership growth and retention and we wish you the best of luck!

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Promotion



Bulletin Boards and Announcements



Displaying information on bulletin boards and giving announcements are a great way to dissipate information to your whole school about meetings, events, and other reminders. Get creative with the ways you structure your promotion campaigns, such as update cards. You can mass print and cut out little slips with information. If your school makes daily/weekly announcements on a PA system or through emails, here's a resource to help spread information about Key Club!



(School Name)Key Club | Southwest District



Hello! My name is (name) and I wanted to tell you that Key Club will be having meetings every (day of the week) at (time) at (location).

Key Club is a great opportunity to build character, gain leadership skills, and help out in the community. Feel free to stop by at one of our meetings and we hope to see you there!

Sincerely,
(School name) Key Club

School Website and Newsletter

One amazing way to advertise your club to the entire student body is through having your club be spotlighted on your school website or in school newsletters. This way, many students can learn about your Key Club!

In these spotlights, you can include some basic information regarding your club. This includes:

- What Key Club is and why you should join
- Meeting Date & Times
- Google Classroom code, Remind code, etc.

If this is a viable option for your club, simply email your school administration and inquire about having some information about your club be posted online or in the next school newsletter.



Teachers

Reach out to teachers to extend your promotional reach. Send them emails or remind them to inform students about Key Club. You can also have your club advisors send reminders and promotional emails.

Below is a great example of an email you can send to a teacher. Feel free to use it as a template.

Dear (Mr./Ms./Mrs. name)

I hope all is well! My name is (name) and I am the (position) in Key Club. I was wondering if you had any students you feel would enjoy Key Club or be interested in joining. Key Club is an organization dedicated to serving others, building character, and gaining leadership skills. We are always looking for new members and I would really appreciate it if you could direct me to students you think would be a good fit for Key Club. Thank you for your time and please feel free to contact me if you have any questions, comments, or concerns.

Sincerely,
(Name)

(School Name)Key Club |
Southwest District



Hello! My name is (name) and I wanted to tell you that Key Club will be having meetings every (day of the week) at (time) at (location). If you're uninformed:

Key Club is a great opportunity to build character, gain leadership skills, and help out in the community. Feel free to stop by at one of our meetings and we hope to see you there!

Interest Forms

Interest forms are a great way to let people show their interest in Key Club without fully committing. Interest forms typically look like Google Forms with a few simple questions such as name, email, grade, ect.

By creating an interest form, it gives students debating whether or not they want to join Key Club a chance to reach out and show interest without being forced to join.

Interest forms are super easy to make, are adaptable to each clubs needs, and can be sent as a mass email to the whole school. They allow clubs to reach a much wider demographic of students without having to speak to each student individually. Below is an example of an interest form.

The image displays two versions of a Key Club interest form. The left version is a template with a green header and placeholder text. The right version is a completed Google Form with a light blue header and a 'Submit' button.

[School] Key Club Interest Form

Key Club is a great opportunity to build character, gain leadership skills, and help out in the community. Our meetings take place every [day of the week] at [location] at [time]. Feel free to stop by at one of our meetings and we hope to see you there!

First and last name

Your answer

Grade

☐ 9th

☐ 10th

☐ 11th

☐ 12th

Are you interested in joining Key Club?

☐ Yes

☐ No

☐ Maybe

Email

Your answer

Submit

Never submit passwords through Google Forms.

This form was created inside of Southwest District of Kiwanis. [Report Abuse](#)

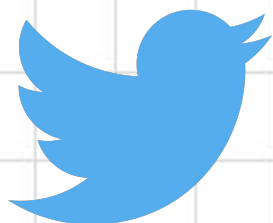
Google Forms

Social Media and Staying Connected

With everything going on, social media can be a great way to stay connected and keep all of your club members up to date with the latest news. Some recommendations of social media include Instagram and Twitter.

Another great way to stay connected is even by utilizing a club website. Creating a club website can be easy to maintain by using Google Sites. They are also a great way to redirect new incoming members to get all of the information they may need or help people interested in joining to get more accounted with your Key Club.

On a club website, you can include various sections for meeting information, officer information, the latest service projects, upcoming service projects, and more! Having a club website is a timeless resource for everyone involved in Key Club and allows for many opportunities of personalization and creativity!



Personal Interaction

Personal Invitations

Personal invitations are a great way to effectively bring in more possible Key Club members.

Personal invitations include:

- Messages to fellow classmates through email, social media, etc. providing them information about Key Club and asking them if they would be interested in joining
- If done through email, you can BCC (blind carbon copy) multiple classmates into the same email so you do not have to repeat the same message multiple times
- Simply talking to somebody, verbally providing information about your club, and asking if they would be interested in joining

Since this is a personal invitation, make sure to state that you are “inviting” whomever to join this club, and list any positives or rewards they may receive by accepting this invitation.



Presentations

Giving a presentation at the beginning of class is a great opportunity to get the attention of many potential members and to have an interactional element. Presentations can be given by club officers for a few or each of their classes.

This can also be done on a virtual platform. Asking a teacher ahead of time if you can give a quick presentation on what Key Club is, why someone should join, and giving meeting information can be an effective way to get the word out to potential Key clubbers!

Attached to the photo on the right is a presentation template you can use by making a copy. Feel free to change or add any elements you'd like!



Bring a Friend

Bringing a friend to a Key Club meeting is a great way to introduce new potential members to the club. This allows members to help grow the club through their own personal interactions. Bringing a friend also encourages retention because it creates a more familiar and friendly environment within the club.

Elevator Pitch

Say this elevator pitch to your peers as a quick way to advertise the club!

“Key Club International offers high school students across the world a way to volunteer and give back to their communities, while also building the students’ character and leadership skills. Unlike other clubs on campus like NHS, our club welcomes everyone with open arms, as we believe that everyone should have the chance to be honored for the service that they do for their community. You should join our club to experience our four core values in action: leadership, character building, caring and inclusiveness!”

If you are having a hard time bringing up Key Club in a conversation, try this template!

“Hello, (Insert their name) Are you interested in any clubs next year? A club that I’m in is Key Club. You should think about joining! Key Club is a student led club and organization that offers high school students a way to volunteer and give back to their communities. One service project that I really enjoyed was (Insert favorite service project). With the service projects we do, we’re able to earn service hours. If you happen to be interested in earning service hours, Key Club offers a lot of great opportunities to do it. But overall, if you’re looking for a club that’s fun and rewarding, Key Club is where it’s at.”

Orientations and Booths

Having a booth at an open house or orientation is a great way to interact with potential new members. This gives the interested person a chance to ask questions, and for you to slip in the meeting time and date.

When setting up a booth, have promotional materials or some sort of physical item like an incentive to give the member. Also make sure to provide them with meeting and club information. For example, you could use the promotional update cards from Page 3 of the booklet!

Have knowledgeable Key Clubbers prepared to speak with the potential recruits and emphasize personal experiences. Mentioning your favorite service project or why you enjoy Key Club can convince an interested person to join!



(School Name)Key Club | Southwest District



Key Club is a great opportunity to build character, gain leadership skills, and help out in the community. You can make new friends, gain new experiences, and have a bunch of fun!

Our club meetings are every (day of the week) at (time) at (location). Feel free to stop by at one of our meetings and we hope to see you there!

Incentives

Incentives are a great way to intrigue your Key Club members and a great way to gain new Key Club members. With the use of incentives, it is a good way to put some friendly competition amongst your club members.

Some great incentives include lanyards, varsity patches, graduation cords, fanny packs, pins, certificates, giftcards, and more! Many different Key Club incentives can be found [here](#) and these are just some examples to entice and engage new and current club members.

You could also incorporate incentives in different ways throughout the service year, such as having members earn a pin each time they complete a certain number of hours or recruit a certain number of members.



Events

Gaming Tournaments

A great way to combine friendly competition with volunteering opportunities is by hosting a gaming tournament at school!

Examples of tournaments include: Among Us, Fortnite, Mario Kart, Smash Bros, etc.

If video games don't suit your fancy, try fun mini-games or board games! The variables for tournaments can be customized to your club and you can always try new things out should you choose to do multiple tournaments.

Within these tournaments you can also give Key Clubbers volunteer opportunities for service hours, such as monitoring the tournament and making sure everything runs smoothly.

Tournaments are a great way to bring some fun to a large audience and allow for Key Clubbers to help out as well for hours.



Bonding and Social Events

Bonding and social events help build club retention and give members more reasons to stay a part of Key Club besides service.

Here are some ideas for events your Key Club can host in person or in a virtual format!

- A Club Game Night where you send out a Zoom, Google Hangout, etc. link and play a variety of games with your members, such as Among Us and skribbl.io
- Movie Night - use Zoom, Netflix Party, or any other platform to watch a movie with fellow club members
- Karaoke - use Zoom or related sites to have members sing along to songs that are displayed on the screen

The purpose of these events should be to get all club members more involved and feel like they are a bigger part of Key Club besides regularly attending meetings and service events. It should also help members get to know each other, have fun, and simply give them a chance to chat with other people!

These events are super easy to organize! Simply send out a mass email/remind, etc. to club members and make sure to include a link and description of the event. You could also give an incentive to join as well!

Collaborating With Other clubs

Collaborating with other clubs is a great way to advertise Key Club to potential members and is also a great way for clubs to add more events.

Ideal partners are clubs such as National Honors Society, Student Council, ect. Partnering with clubs such as these gives Key Clubs a chance to participate in events they would otherwise not have access to and provides members with another great way to get involved in their school community.

By collaborating with other clubs, you are able to reach an audience of students who are already interested in extracurriculars and being a part of something bigger than themselves. This not only increases the chance of new members, but increases the chance of quality members too!

Key Clubbers are able to gain new experiences through service projects they wouldn't normally participate in and it also gives them the chance to make new friends and meet new people.

To collaborate with another club, reach out to the advisor of the club or to someone you know that's in the club to find a good date and time for the collaboration event. You can also collaborate with another club by offering to help them in a service project they are planning.

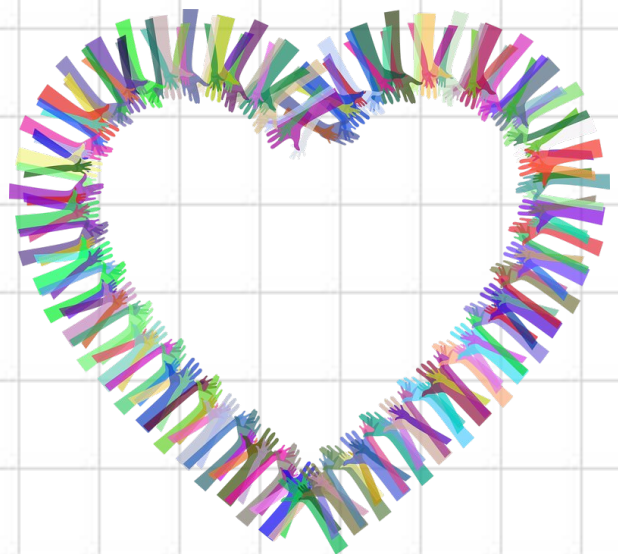
Service Projects

Importance of Consistently Hosting Service Projects

As you all know, a "key" part of Key Club includes service. Providing consistent service projects and opportunities for members will not only help them grow their volunteering and leadership skills, but also stay more active within the club.

By not providing consistent service projects, members may feel less inclined to participate in other club affairs, such as meetings and social bonding events.

It is imperative that service projects are being offered many times throughout the year in order to maintain club participation and to keep members in the club for following years, so make sure that your club is always working on finding more fun, exciting, and different service opportunities for your members.



Easy Service Project Ideas

Easy service projects may vary depending on each Key Club, but here are a few ideas for service projects your Key Club can try out to ensure there are consistent opportunities for Key Clubbers to serve!

Writing cards or letters for health care workers, children in hospitals, first responders, or nursing home residents are a meaningful and special service project. Be sure to check with the place you'd like to give the cards or letters to beforehand to make sure they will accept and distribute them accordingly.

Collection drives for the food bank, humane society, or homeless shelter can be an ongoing service project your Key Club does. Having a place for members to drop off clothes, food, or necessities is a great way for members to give back!

Another idea is a city cleanup by adopting a street in your town and inviting your Key Club and other clubs to clean it up. You can also collaborate with neighboring Kiwanis, Builders Club, and K-Kids on their service projects. By collaborating with neighboring Kiwanis, Builders Club, and K-Kids service projects, it also gives the opportunity to form a strong connection!



Afterword

The 2020-2021 Southwest District's Membership Growth and Retention Committee thanks you for reading through this booklet. We aimed to have this resource be timeless, so we hope you use it and pass it on to others that will be in your position. Recruiting and retaining members can be extremely challenging and stressful, but we have confidence that its knowledge will aid you in your efforts.

It's also okay to try various strategies and techniques to see what works best for your Key Club, because each Key Club is special in its own way! Don't feel restricted to use any of the templates or examples as is, you are welcome to change or add to any of them as much as you'd like, so long as you make a copy. If you do not make a copy, you will not be able to edit the templates.

Also remember to add new members into the Membership Update Center, as new members can be added throughout the entire service year! The log-in to the Membership Update Center can be found [here](#).

If you have any questions, contact our

Committee Chair: Jenny Ou

Email: keyclubsanpedro1tg@swdkiwanis.org

