



EASY WAYS TO ENHANCE YOUR CLUB'S EXPERIENCE

WANT TO INCREASE YOUR MEMBERSHIP?

Here are 10 steps to excite your members, impress your prospects, and enhance everyone's Circle K experience.

1. MAKE YOUR PURPOSE KNOWN

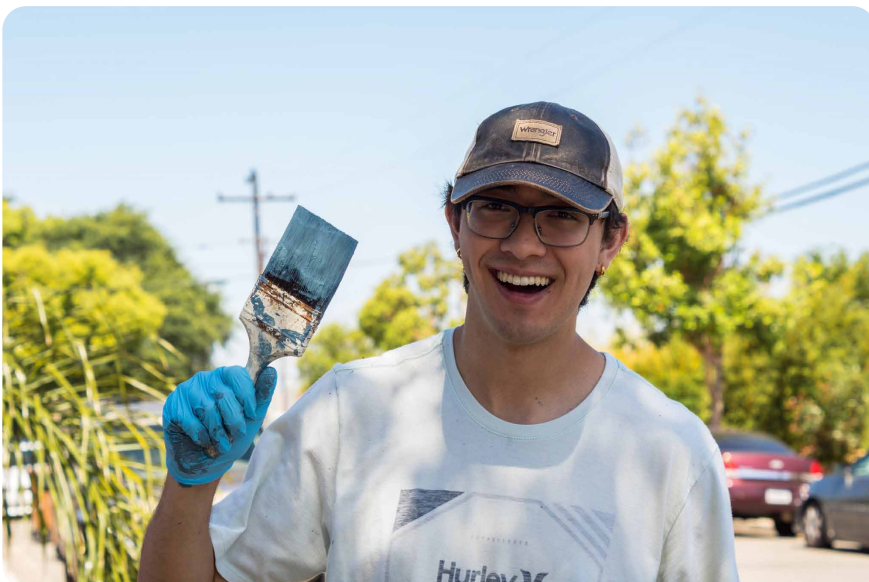
Create a vision with your club and mention it in every meeting, event, newsletter, and social media account. Use our guide on [How to Encourage Club Discussion](#) to come up with your club's purpose and vision.

2. REMIND THEM OFTEN

At every meeting ask, "Who have you invited to come to Circle K this week?" Remind every member to look for prospective members and invite someone to come to your meetings.

3. GIVE THEM A REASON

Host a contest: Why? It gives everyone an excuse to ask others to come and to join Circle K. If you get your club excited and they just ask people to join, you will grow.





4. SPEAK THEIR LANGUAGE

Communicate often and in many formats. At least monthly, publish a club newsletter, and email a copy to each member. Utilize various forms of social media to remind members of meetings, events, special projects, fundraisers, etc. Create an accessible group chat for last minute updates and reminders.

5. HAVE APPEALING MEETINGS

Have an agenda set for every meeting. This is a huge component of the member experience. Your members will more readily invite prospective members when they know there is an intriguing or exciting meeting planned. Don't just meet and talk over past and upcoming events, spice it up!

6. SHOW THEM YOU CARE

Send a “we miss you” card or text to members who have missed two meetings in a row. Especially send one if you know someone is sick. If a member goes into the hospital, take up a collection and send flowers. No matter why they've been absent, send a note telling them they are important and missed.

7. EXTEND A WARM WELCOME

Individually greet new visitors at their first meeting and introduce them to the club. In the three weeks following the prospective members' visit, send a follow-up message, even if they don't come back immediately.

8. MAKE IT PERSONAL

Send a letter of invitation to every prospective member who has been invited to join. Each month compose a prospect list of names and addresses and share this list with current members, asking them to contact those on the list. A personal invitation to come and join can be very effective.





9. SHOW THEM APPRECIATION

Send thank you notes or text messages to members that have done something above and beyond. Include a little treat or giftcard if your club can afford it.

10. CHECK YOUR MEETING ROOM

Your club will only grow to 70% of the capacity of your room. Period. Do you need to move to a bigger room, or maybe even a different place? Also is your room bright and cheery? If not, offer to paint it and clean it up.

**Created by the 2020-2021 CNH Circle K District
Club Building & Revitalization Committee**

Contact us at
cbr@cnhcirclek.org
for any questions

