



HOW TO ENCOURAGE CLUB DISCUSSION

WHAT SHOULD OUR CLUB'S PURPOSE BE?

Every organization must define its purpose — what it does and why it exists.

A Circle K club's purpose should:

- Brand the club's identity.
- Offer clarity to potential members and partnering organizations.
- Guide members and leaders toward decisions about service and fundraising.

How a club defines its purpose depends on club-specific factors: community needs, available resources and local partnerships.

It also depends on members' interests. What do you love about your club? How often do you share it with non-members — or even with fellow members? And how often do you ask them to share with you?

The activity and questions on the following pages will encourage members to share what makes the club special — and to think about the reasons, people and partnerships that will keep it going.



DISCUSSION METHODS



Here are three ways you can involve club members in sharing ideas. Write any of the questions on the next page on a note card and then use one of these methods to structure a discussion:

- Divide club members into groups or pairs. Give each group or pair one note card. Allow ten minutes for discussion. Ask a spokesperson from each group to share responses with the club.
- Choose an activity leader or note-taker. Give each member a note card or cards. Ask for volunteers to share their responses.
- Give each member a randomly selected note card. Ask them to write down or think of an answer during the meeting. Ask each member to share their response.

Consolidate the group's answers to help determine the club's purpose. If consensus can be established, these ideas might serve as a framework for goals and accountability. Discuss the next steps for any action ideas at your next board meeting.

SAMPLE QUESTIONS

COMMUNITY

- I care about our community because:
- What community near us could benefit from a Circle K club?
- How can we make our community more aware of our club and all we do?
- Local organizations we should work with:
- People to invite to our club:
- What our community really needs from us:
- How can our club learn what our community needs most?

INSPIRATION

- Volunteering inspires me because:
- How do we inspire others' commitment to service?
- How can we keep our club strong?
- My club inspires members to get involved by:
- My dream for our club:
- My dream for our community:
- With five more members, our club could:

PRIDE

- My proudest Circle K moment:
- The best way to describe our club to a potential member:
- I love this club because:
- I joined this club because:

EXPECTATIONS

- Top 5 things we expect of a member:
- Top 5 things we expect of a board officer:
- Top 5 things a member expects of the club:



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

Contact us at
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for any questions

