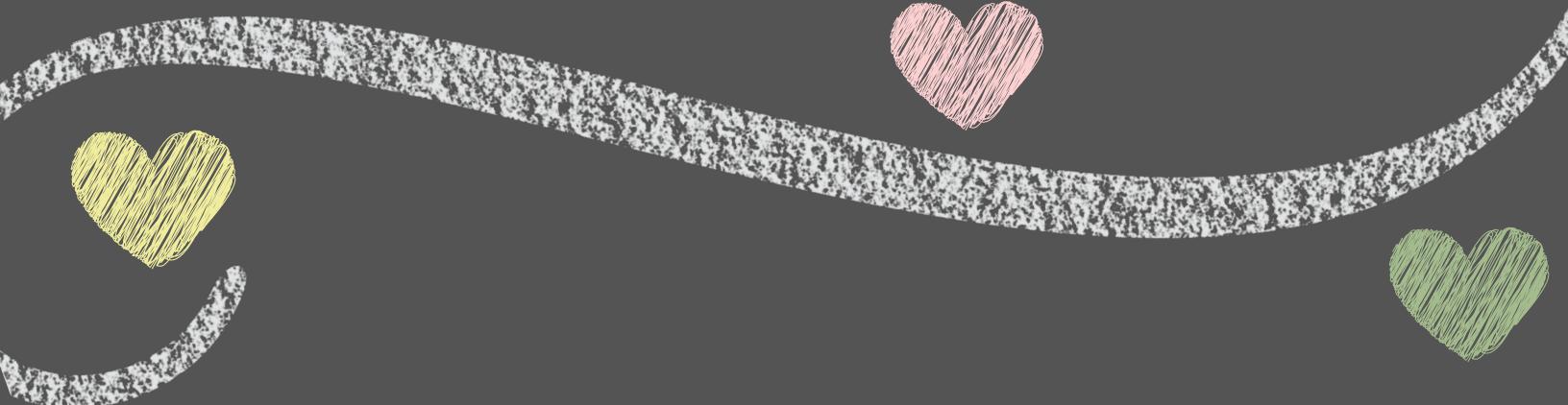




Cal-Nev-Ha Circle K:

A HOW-TO ON

TABLING



LETTERS FROM THE EDITORS

Braden Lem [MD&E Chair]



Hello, Sunny CNH! I am so excited to present to you the 2019–2020 District Membership Development & Education Committee's first ever manual of the term! My fellow teammates dove right into developing our first few manuals for officers and members across California, Nevada, and Hawai'i; I know that their valiant efforts show through in the information they have to present. Please enjoy the Tabling Manual, as knowing how to table will effectively make the experience of prospective members more positive!

Amy Bryant [Resource Coordinator]



Hi CNH! I am so excited to share this manual with you. Tabling is one way to bring new members into this wonderful organization which is built on... members! The committee has been working hard to prepare our first manual, so I hope you like it and find it useful!

Renz Lane, [Resource Coordinator]



Hey CNH! I'm stoked to help bring this resource out to you all in preparation for the upcoming year. Tabling can sometimes feel awkward or confusing, even for some board members! However, with every interaction you have with new faces, you might just come across a new member, or even a new good friend. I hope you find this manual to be insightful and helpful in bringing in prospective members!



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What does it mean to table? Why is it important?

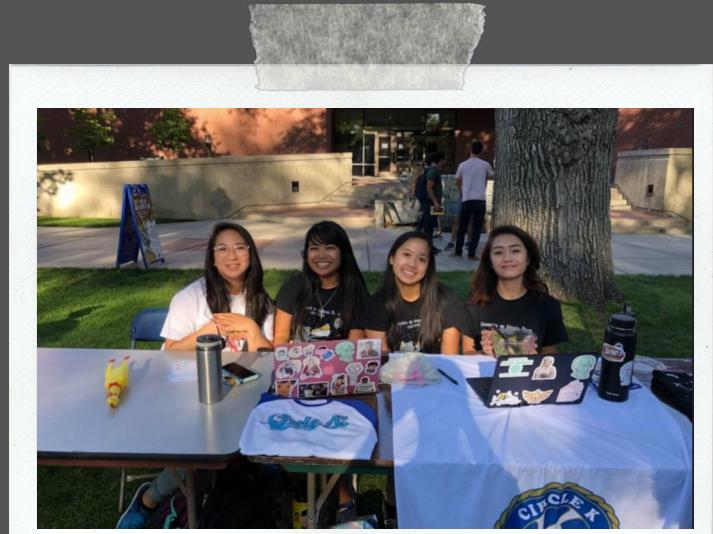
TABLING is a chance to showcase Circle K to your school, with the goal of recruiting new members and building a key foundation.

Without recruiting new general members, you simply would not have the foundation for a club, not to mention leadership.

It brings in new members, new ideas, and new opportunities to work with all kinds of people.

Allows people who have previously participated in other Kiwanis branches to continue their Kiwanis Family journey.

As members graduate, transfer, or leave for other reasons, you need the opportunity to fill the spaces they have left.



UN RENO - TABLING



UCLA CKI - TABLING

How would members most effectively table?

By connecting with people who are interested!

Some reasons for prospective students to join include:

1. Serving at meaningful volunteering opportunities that impact our communities.
2. Making new friends with members from across the CNH District
3. Becoming part of a family and finding your second home.
4. Gaining leadership and professional development.

Sharing events, information, etc. you think would resonate with that individual or with yourself.

Can mention one or more of these as reasons to join CKI:

- Be a part of the world's largest collegiate service organization.
- Contribute to foundations and organizations such as the Kiwanis Family House, the Trevor Project, and the Pediatric Trauma Program.
- Foster all 3 tenets of Circle K International: Service, Leadership, and Fellowship.
- Gain access to scholarship opportunities and experience for your resume.
- Participate in networking opportunities with colleagues and business professionals.



CSULB CKI - PROMOTING THE TENETS



Recruitment, Recruitment: Read all about it!



PRESENTATION is also key to attracting people's attention!

- Ideas would include:
 - Your Circle K International Banner!
 - A table cloth of your school or Circle K International colors. As long as the whole set up has a set color scheme, any choice of colors should work.
 - A trifold with descriptions and pictures of the three Circle K International tenets.
 - Recommended to invest in making your trifold easy to update with new pictures.
 - Having a reusable and easy-to-update trifold will significantly have time for future leaders!
 - A triangular kiosk with CKI information (shoutout to CSUF CKI for this creative idea)!
 - Examples of your service projects (i.e. PTP Dolls).
 - Your past scrapbook(s)
 - A sign-up sheet via paper, laptop, etc.
 - Decorations which align with your club theme (if applicable) or with Kiwanis!



- When tabling, often a 30-second elevator pitch is recommended for those talking to prospective membership!
 - Keep it brief so that you don't overwhelm anyone with information.
- Share your own experiences to make it relatable
 - Be genuine and have friendly conversations- listen to them too, don't do all the talking and avoid acronyms, dues, drama, inside jokes, etc.
- Get to know the person's name! You can then:
 - Go for a handshake -> follow up (email, Facebook, text, etc) -> have a one-on-one conversation, etc.



UC BERKELEY CKI - RECRUITMENT



CSULB CKI - RECRUITMENT

Build that relationship with the potential member from here!

People don't join organizations.

People join people.



Following up: Retaining New membership

- To solidify membership, one recommended idea is to have a nice event/meeting planned after a club rush or an informative email to update those who provided their email information!
- Remember names of people you talked to and reach out! Invite them to events!
- Having personal communication/testimonies will leave a more intimate impression on prospective students.
 - It's easy to make small-talk; it is a segway into a more in-depth conversation.
 - Don't get stuck or not put in effort; get to know your members and have thoughtful conversations with your members.
 - Show your appreciation to the members too, and find ways to be comfortably personal!
- **INCLUSIVENESS:** keep an eye for members who feel like they don't belong or are isolated during events/meetings
 - Scatter board members around the meeting room! Have each board member engage a member during the meeting.
 - Encourage interaction between new and returning members!





- **FELLOWSHIP SYSTEMS** can be one of many helpful options!
 - Examples include big/little, mentor/mentee, family systems, etc.
 - You can create a good club dynamic through socials and different fellowship systems!
- Keep your meetings interactive and interesting!
- One idea can be the Fellowship box:
 - Hand out pieces of paper in the beginning of the meeting and have each member write down a shout
 - At the end of the meeting, collect said pieces of paper and put them in a box, then read them out loud!
- Do a raffle style drawing, and whoever “wins” gets the raffle drawing!
- Give members a reason to keep coming back to meetings. All of these different ideas are ways which can definitely boost retention and can make the difference between a good Circle K International experience and a lively one.



CSULB CKI - BREAKFAST FAM

Helpful tips: what else would help with tabling?

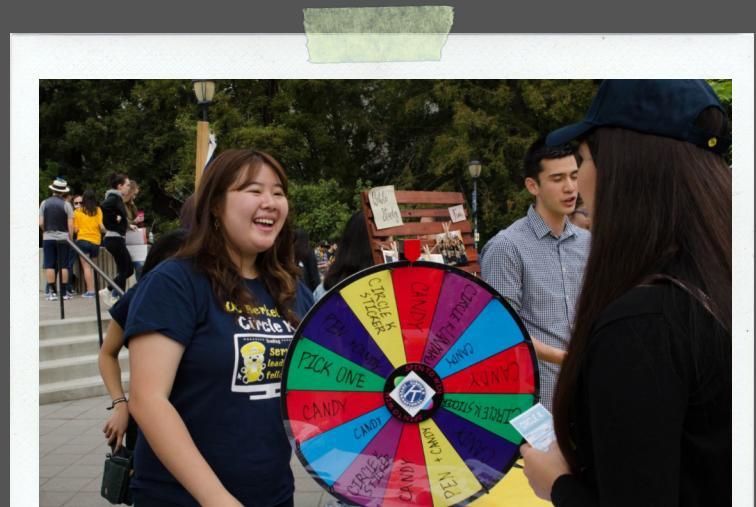
- ☆ Arrive early to prepare the table! The more time you have, the smoother your set-up will be and the prettier your presentation will look!
- ☆ Have at least 2 members present at all times, more is great but avoid talking amongst yourselves!
- ☆ Wear Circle K apparel.
- ☆ Spirit and enthusiasm are good to show that we are fun, but excessive cheering can scare people away.
- ☆ Have members attend the club rush/tabling and challenge them to recruit members themselves.



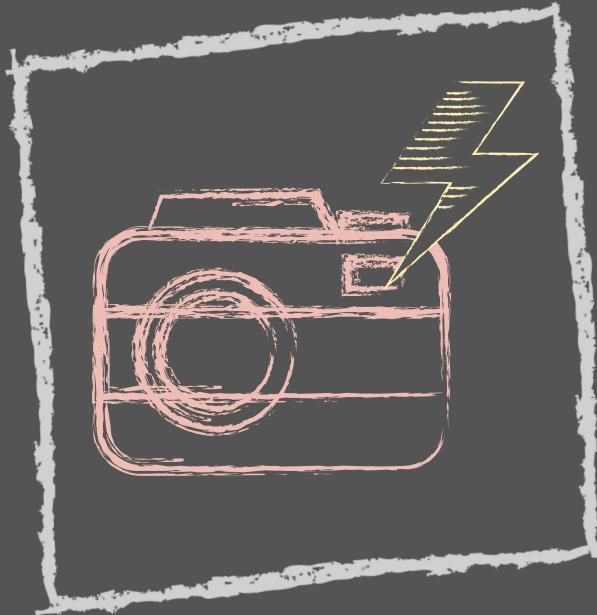
CSUF CKI - RECRUITMENT



- ★ Show appreciation for your members! Hosting ice cream socials, having raffle prizes, recognition, etc. after tabling can go a long way.
- ★ Be in contact with the host(s) of your tabling fair. Having good relationships with your student body or organization (i.e Associated Student Government) may be helpful for your club tabling booth.
- ★ Practice your elevator pitches ahead of time, whether it be with a fellow CKI board member or a general member. Get feedback and revise your elevator pitch as needed.
- ★ Ask if any prospective students have any questions.
- ★ Be creative and have fun!



UC BERKELEY CKI - TABLING



SPECIAL THANKS TO...

☆ Erica Wei, District Communications and Marketing Chair ☆

☆ CSU Fullerton CKI ☆

☆ CSU Long Beach CKI ☆

☆ UC Berkeley CKI ☆

☆ UC Los Angeles CKI ☆

☆ UN Reno CKI ☆

for their support and contributions!



If you have any questions or
concerns, feel free to contact us!

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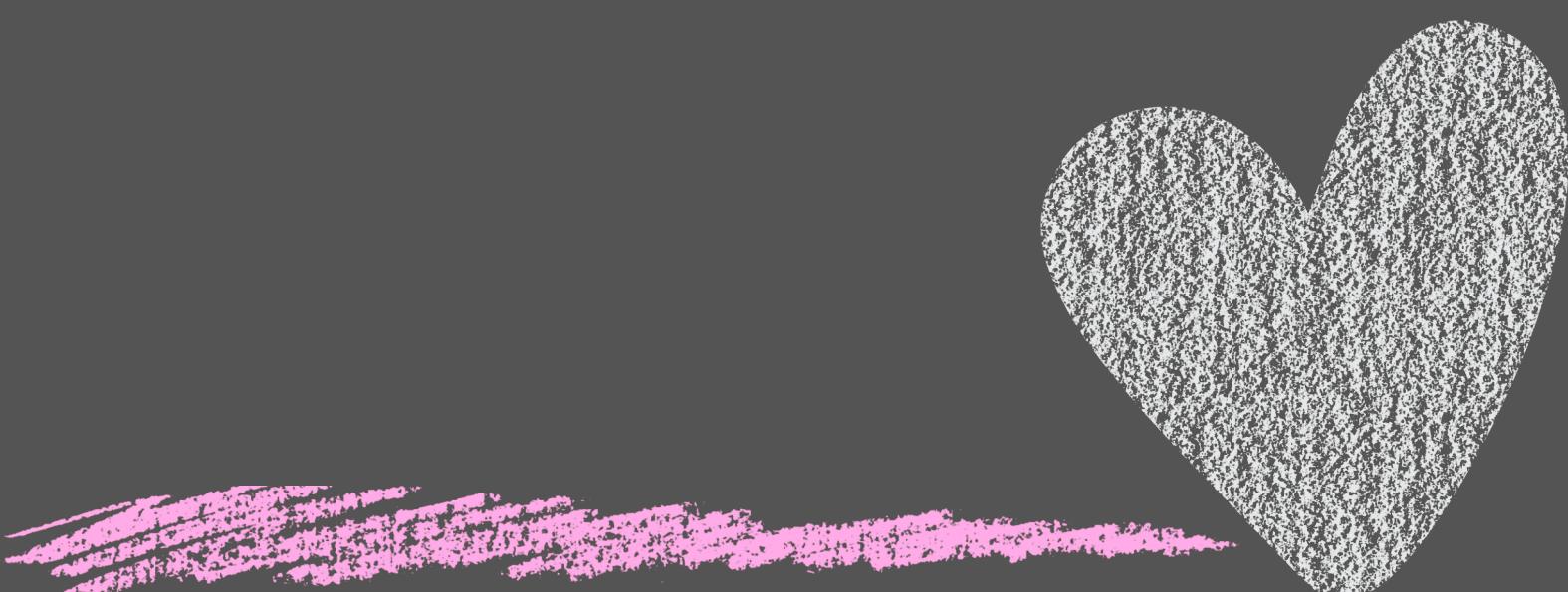
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