

# KEY CLUB®

## Membership Growth



By the West Virginia District  
Membership Growth/Development Committee

Dear fellow Key Clubber:

We hope you find this handbook informative. Our primary goal is to help you expand your club and its impact on the community. Secondly, we hope to thereby expand our West Virginia district. Thank you for taking the time to read this. Your devotion to service is what keeps Key Club going! Enjoy!

-WV District Membership Growth /Development Committee

# Table of Contents

Personal Promotion	4
Advertisement	5
Graphic Standards	6
Example Poster	7
Membership Drives	8
Early Meetings	9
Retaining Members	10
Making it fun!	11
Benefits of Membership	12
For the Club	13
For the District	14
For International	15



# Reel them in....

## Personal Promotion

One key to membership growth is *pride*.

When people see excitement for Key Club, they get interested!

Here are some tips for individuals promoting Key Club socially...

### 1. If someone asks you about Key Club, explain!

Of course, try not to be annoying, but “Oh it’s this service thing...” won’t gain much interest. An example of a good response could be, “It’s an international organization for high school students to help out their community and world.”, but add your personal experience, and try to seem proud to be a Key Clubber, as long as you’re authentic.

### 2. Ask your friends to come! **Talk it up!**

Think about it... If every member convinced one friend to join Key Club, it would double in size!

**Tell your  
friends!**





# Reel them in...

## Advertisement

Another key to growth is *publicity*.

The more people hear about it, the more likely they are to join!

Here are some ways to promote your club through advertisement...

### 1. Posters!

Posters help get Key Club in people's minds, a little bit each time they see it.

### 2. Announcements!

Ask your principle to allow the Key Club to make announcements for meetings and projects that your club does.

### 3. Bulletins!

Bulletins/newsletters are another great promotion tool. Editors, try to make them easy to read, visually appealing, and informational. Then clubs should make them easily available to whoever is interested.

### 4. Newspaper/Press!

Don't forget to send articles and pictures to the local paper and contact the local media!



# Get their attention!

## Graphic Standards

Remember to use *graphic standards* on Key Club publications!

Key Club provides your club with wordmarks, logos, photos, backgrounds, colors, and a manual to show you how to use them. Make sure you look at the manual and use the imagery when creating newsletters, posters, brochures, etc. If you have problems, you can contact your lieutenant governor.

### Why?

Graphic standards help to unify Key Club publications. It allows for people to identify a Key Club publication without seeing the words “Key Club”, internationally. Also, it is a guide on making your publications easy to read and good-looking.

# Get their attention!



Join the

Somewhere High School Key Club!



When? September 1st 3:00

Where? Somewhere High School Gymnasium

# Seal the deal!

## Membership Drives

Membership drives are very useful and fun.

Here are tips for organizing a membership drive...

### 1. Establish goals.

Determine how many new members you will strive for and provide incentive for the club to reach this.

### 2. Advertise!

### 3. Be organized.

When planning an informational membership event, whether or not it is a social or formal event, it needs to be thorough and done well in advance. Involve as many members as possible. Establish a timetable. Arrange for the facilities, refreshments, and all outside assistance.

### 4. Get help from your lieutenant governor.

### 5. Arrange for transportation.

### 6. Invite students to join.

After the informational aspects of your membership event are completed, present a membership application to each prospect. Avoid high-pressured salesmanship, but make sure you do ask all prospects to join the club. Follow up on all prospects and assess from their responses how successful your events/meetings have been in recruitment.

([www.keyclub.org](http://www.keyclub.org))

# Seal the deal!

## Early Meetings

### 1. Assign duties to new members.

Students who join the club should be formally inducted at an installation meeting. They should be assigned specific duties within the club immediately. It is important for new members to feel useful and needed. Don't overdo it, though, as you don't want your new members to experience burn-out. **Members should feel useful...**

### 2. The club structure. **...and be informed.**

All members, new and old, should know exactly how they fit into the club's structure. All members are important—all should be involved in committees and projects that rely on their participation. The viability of the club depends on the involvement of the total membership,

and it's best to start new members out right.  
[www.keyclub.org](http://www.keyclub.org)





Keep 'em comin'

# Retaining Members

You can't grow without faithful members.

Here are tips for keeping your members...

## 1. Make it fun!

(see page 9)

## 2. Emphasize personal benefits!

- The West Virginia District offers multiple *scholarships* awarded at District Convention.
- It looks good on a *resume*.
- You can make great *friendships*.
- It *makes helping your community easier*.

## 3. Encourage attendance at conventions!

Attending district and international events gets members more excited for service and helps them realize how great the organization is.

## 4. Make certain events open only to paid members.

This encourages timely payment.

# Keep 'em comin'

## Making it fun!

1. Throw a Key Club party or cookout!
2. Make meetings interesting!

This can be challenging, because clubs often have limited time to accomplish their goals during their meeting, but a quick group-building ice-breaker activity may make it easier for you to work together. Also, getting speakers and having visual presentations livens things up!

3. Have a positive mental attitude!

Key Clubbers can have fun while picking up trash. Just think happy thoughts. It is often contagious.



# Benefits of Membership

Now...

after all that you did to recruit the members  
you're probably thinking that the only benefit was  
*to make your club bigger, but...*

**that's not the only benefit of membership.**

Gaining members benefits not only  
on one level, but three:

1. Club Level
2. District Level
3. International Level



# Benefits of Membership

## For the Club

The more members in your club the...

- 1. More help you have to do service projects!*

Increasing the number of hands you have to work on the projects decreases the amount of time it takes to finish the project. Instead of having five or six Key Clubbers willing to help out, you have a handful of Key Clubbers eager to assist in any way to improve their home, schools, and communities!

- 2. More members will want to recruit others!*

If members are enjoying their time in Key Club, they'll want to get their friends involved too. The more members you get the more recruits you obtain in the process.

- 3. More your club will grow!*

This is obviously apparent, but you must realize the importance. The whole organization is based on student service leaders who are willing to serve others through fundraisers, service projects, and other creative ways.

# Benefits of Membership

## For the District

The more members in your club the...

### 1. *More the district will grow!*

The West Virginia Key Club District Board would love to see each club in the state increase by at least ONE member! The board realizes that this one more member would be one more person to make a difference in someone else's life.

### 2. *More the Governor's goals will be reached!*

Philip Mickinac, the West Virginia Key Club District Governor, has set a Big Hairy Audacious Goal for membership that he calls 8-16-24. He would like to see 8 new or reactivated Key Clubs, 1600 members by December 1<sup>st</sup>, and 24% increase of attendance at convention. You can help Philip reach his goal of 1600 members by going out and recruiting more members!

### 3. *More potential leaders you'll have to serve your club or district board!*

From being in Key Club, many members will have a life changing experience where they'll realize they're making a difference. These Key Clubbers will want to take charge, become an officer, and strive to help others in any and every way possible. In doing so, the leaders will in turn be benefiting their district with their determination to serve.



# Benefits of Membership

## For International

The more members in your club the...

1. *More the organization will grow!*

Key Club has reached a membership of 260,000 members worldwide! This mind blowing number demonstrates how big this organization is! All these members continue to serve others through the vehicle of service. Without the member, Key Club wouldn't be possible.

2. *More Key Club will be a household name!*

This is the ultimate goal of International and the International Board strives to make this possible, however; without your help, this can't be possible!

3. *More work the International Board will have to do!*

I know this doesn't sound like a benefit, however; everyone on the International Board as well as the District Board strives to find innovative ways to recruit members and retain members. This can be seen in the Membership Growth Committee of the West Virginia District creating this useful tool for the clubs and the Voice Committee of the International Board working to develop membership quantity and quality by overcoming translation barriers, producing webinars, and reinforcing Key Club's core values.



**Kiwanis**  
Service Leadership

[www.keyclub.org](http://www.keyclub.org)

3636 WOODVIEW TRACE INDIANAPOLIS, IN 46268 o 317.875.8755 o US AND CANADA: 800-KIWANIS