



**Engage Students with
Awesome Recruitment
Techniques**

**APCA Pivot Your
Programs**

Dave Kelly
*America's Student
Leadership Trainersm*

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**Handout
for this
program**

<https://bit.ly/45bWUyq>

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Ways to Make Club Days and Activities Fairs Successful

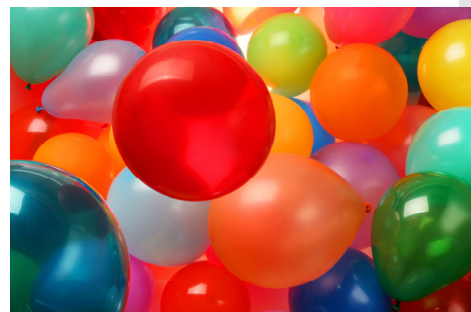
1. Hold the event **outside**. *But have a backup for weather or other issues*



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Ways to Make Club Days and Activities Fairs Successful

1. Hold the event **outside**. *But have a backup for weather or other issues*
2. Have it in a **high traffic** area.



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Ways to Make Club Days and Activities Fairs Successful

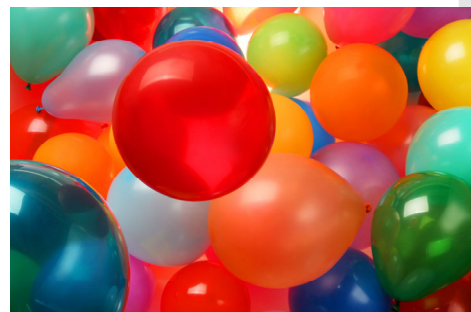
1. Hold the event **outside**. *But have a backup for weather or other issues*
2. Have it in a **high traffic** area.
3. Give students a **map** of the lay out.



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Ways to Make Club Days and Activities Fairs Successful

1. Hold the event **outside**. *But have a backup for weather or other issues*
2. Have it in a **high traffic** area.
3. Give students a **map** of the lay out.
4. Play **music**.



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Ways to Make Club Days and Activities Fairs Successful

1. Hold the event **outside**. *But have a backup for weather or other issues*
2. Have it in a **high traffic** area.
3. Give students a **map** of the lay out.
4. Play **music**.
5. Have **prizes** and **giveaways**.



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Ways to Make Club Days and Activities Fairs Successful

1. Hold the event **outside**. *But have a backup for weather or other issues*
2. Have it in a **high traffic** area.
3. Give students a **map** of the lay out.
4. Play **music**.
5. Have **prizes** and **giveaways**.
6. **Novelties, inflatables,** and **fun!**



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Conducting a Successful Recruitment Table

Have you ever seen this...?

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Conducting a Successful Recruitment Table

Have you ever seen this...?



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Conducting a Successful Recruitment Table



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Conducting a Successful Recruitment Session

1. No chairs!



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Conducting a Successful Recruitment Session

1. No **chairs!**
2. **Show off** your club (tri-boards, scrapbooks, videos).



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Conducting a Successful Recruitment Session

1. No **chairs!**
2. **Show off** your club (tri-boards, scrapbooks, videos).
3. Wear proper **attire** (t-shirts)



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Conducting a Successful Recruitment Session

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2. **Show off** your club (tri-boards, scrapbooks, videos).
3. Wear proper **attire** (t-shirts)
4. Several **members** should participate, at least **3**.



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Conducting a Successful Recruitment Session

1. No **chairs!**
2. **Show off** your club (tri-boards, scrapbooks, videos).
3. Wear proper **attire** (t-shirts)
4. Several **members** should participate, at least **3**.
5. Have a defining **statement** or question:
(write yours in the space provided)



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Elements of a Successful Recruitment Session

1. Sign-up sheet information:
 - a. Student name
 - b. Class Status
 - c. Phone number
 - d. E-mail address
 - e. Areas of interest
 - f. Pens!



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Elements of a Successful Recruitment Session

1. Sign-up sheet information:
 - a. Student name
 - b. Class Status
 - c. Phone number
 - d. E-mail address
 - e. Areas of interest
 - f. Pens!
2. Create an informational flyer. It should contain the following:



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Elements of a Successful Recruitment Session

2. It should contain the following:
 - a. **Description** of the organization
 - b. List of activities, programs, and **ways** to be involved.
 - c. List of typical **members**
 - d. List of **contacts** within the organization (including the advisor)
 - e. **Web-site/social media** addresses
 - f. Meeting **day, time,** and place/platform



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Sample Information Flyer



The Georgia District of Circle K International 2003 - 2004

What Is Circle K? Circle K is the premier service and leadership development organization for college students. With over 500 chapters in 12 countries, more than 12,000 students serve their campuses and communities every day.

Sponsored by Kivans International, Circle K began in 1947 at Carthage College in Carthage, IL. The Circle K movement rapidly spread across North America. This loose affiliation of clubs became Circle K International on October 23, 1953 when the Emory University chapter received Charter #1. The Georgia District was founded on October 13, 1959 with 23 clubs.

District Structure. Circle K is unique among college organizations in that the leaders are the student members themselves. Each district (a geographical affiliation of clubs, such as the state of Georgia) elects a governor, lieutenant governor, and other administrative officers.

The District Board also includes committee chairs, appointed by the governor, who work on specific areas of need for the district. The District exists to promote service by the clubs to their campuses and communities.

The Kivans District Governor appoints a District Administrator who is responsible for overseeing the proper functioning of the District. The Administrator appoints assistant administrators to work in areas of growth, education and convention planning. All the members of the administrative team are Kivansians.

Kivans Responsibilities. Each sponsoring Kivans Club is to provide an advisor to the local Circle K chapter and ensure that the college or university also provides a faculty member to advise the club. Successful Circle K chapters have active, involved advisors.

There is no required financial commitment by the Kivans Club although most Kivans Clubs provide funding for CKI members to attend conferences and conventions. The Kivans Club is responsible for training its CKI club officers and it can meet this commitment by sponsoring the officers to attend Circle K District and International events.

Conferences and Conventions. There are several District and International conferences held throughout the year. The first event most members attend is the Fall Membership Retreat (FMR). This is held in a camp setting in October or November and lasts for the weekend. Personal skills development and Circle K education takes place at FMR.

K-Family East and the Y'all Conference are regional conferences similar to FMR, but encompass several districts. They promote personal development, K-Family unity and volunteerism.

Two important conventions held during the Circle K year are District and International. The District Convention is held in Georgia in late February for the purpose of electing district officers, training club officers and recognizing outstanding club and member achievements during the year. On a much larger scale, the International Convention also accomplishes these objectives.

International Convention	June 30-July 3, 2004
Fall Membership Retreat	November 5-7, 2004

The Georgia District of Circle K

- | | |
|-------------------------------|------------------------|
| ABAC | Georgia Tech |
| Agnes Scott College | Kennesaw State |
| Albany State University | LaGrange College |
| American Intercontinental Un | Mercer University |
| Augusta State University | Oglethorpe University |
| Brenau University | Oxford at Emory |
| Brewton-Parker College | Rainbow College |
| Clayton College & State Univ. | Univ. of Georgia |
| Coastal GA Comm. College | Valdosta State |
| East Georgia College | Waycross College |
| Emory University | Walden College |
| Georgia State University | State Univ. of West GA |

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Sample Information Flyer

The Circle K Club of American InterContinental University
2003 - 2004

Informational Meetings:
Monday, October 20, 2003 at 1:00 PM
Thursday, October 23, 2003 at 1:00 pm

For more information, contact...

www.georgiacirclek.org

Georgia District Circle K

John Schnick, Governor
Georgia Institute of Technology
336580 Georgia Tech Station
Atlanta, GA 30332
404-206-4049
gte541u@mail.gatech.edu

Megan Skelton
Agnes Scott College
District Membership Development & Education Chair
ASC Box 888
141 E. College Avenue
Decatur, GA 30030
(404) 471-6826
megameg888@yahoo.com

David A. Kelly, District Administrator
3010 Sawtooth Circle
Alpharetta, GA 30022
770-552-0125
dkgonzo198@aol.com

Rebecca Timmins
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1189 Ponce de Leon Avenue
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rtimmins@goldenkey.org

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Elements of a Successful Table

3. Display **banner** or **flag**.



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Elements of a Successful Table

4. Candy!



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Follow-Up on the Recruitment Session

1. Everyone who signed up should receive a message that same night with your flyer attached.
2. Invite them to the information meeting.



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Follow-Up on the Recruitment Session

1. Everyone who signed up should receive a **message** that same night with your **flyer** attached.
2. Invite them to the **information** meeting.
3. Before information meeting, **contact** to remind of meeting date, time, place, and to **invite** them to attend.



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The Informational Meeting

Campus organizations that show a real interest in obtaining a student's **involvement** are better poised to get them as a **member**.

Provide a **virtual participation** option for on-line only students, people who cannot be on campus during the meeting, and to record it for those who cannot attend live.



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Successful Informational Meetings

1. Have dedicated people handle the **technical** aspects.
2. **Greet** all attendees as they **enter** the meeting.



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Successful Informational Meetings

1. Have dedicated people handle the **technical** aspects.
2. **Greet** all attendees as they **enter** the meeting.
3. Pair them with a **returning** member(s), perhaps use a **breakout** room.



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Successful Informational Meetings

1. Have dedicated people handle the **technical** aspects.
2. **Greet** all attendees as they **enter** the meeting.
3. Pair them with a **returning** member(s), perhaps use a **breakout** room.
4. All **officers**, advisors, and members introduce themselves.



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Successful Informational Meetings

1. Have dedicated people handle the **technical** aspects.
2. **Greet** all attendees as they **enter** the meeting.
3. Pair them with a **returning** member(s), perhaps use a **breakout** room.
4. All **officers**, advisors, and members introduce themselves.
5. Have an **ice-breaker** to get people mingling virtually and in-person.



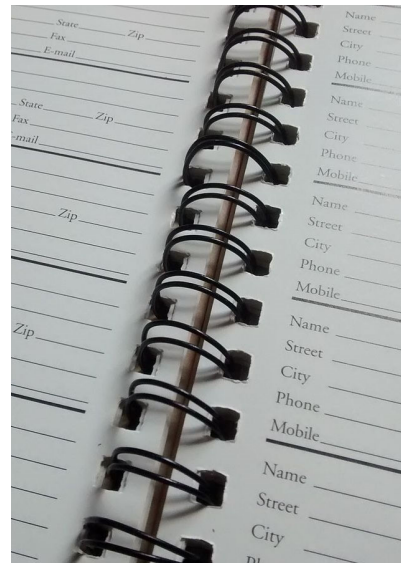
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Successful Informational Meetings

6. Get **contact** and background information through an **application** or similar format.

(All sources of contact: home phone, cell phone, all email addresses, school mailing address, home mailing address, and social media. Get high school and community activities.)



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Successful Informational Meetings

7. **Food!**



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Membership Invitation Program

Ask

Ask faculty (or high school counselors for incoming students) to **nominate** students for certain types of clubs and orgs, or even specific groups like student government.

Send

Send a **letter** to the student letting them know they have been nominated and invite them to join.

Download

Download a free template at <https://bit.ly/3ovZYXD>



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Think Outside the Box

1. Ask the Office of Admissions to assist in **contacting** students for certain types of clubs and orgs, or even specific groups like student government.



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Think Outside the Box

1. Ask the Office of Admissions to assist in **contacting** students for certain types of clubs and orgs, or even specific groups like student government.
2. Be **creative** in making contact.



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Think Outside the Box

1. Ask the Office of Admissions to assist in **contacting** students for certain types of clubs and orgs, or even specific groups like student government.
2. Be **creative** in making contact.
3. Show what you do, such as performing a **service** project.



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Think Outside the Box

1. Ask the Office of Admissions to assist in contacting students for certain types of clubs and orgs, or even specific groups like student government.
2. Be creative in making contact.
3. Show what you do, such as performing a service project.
4. Don't overlook the importance of virtual recruitment!



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Don't forget
about
recruiting in
the spring!

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Thank you!

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