

Key Club Membership Drive

**Increase your membership
Strengthen your club
Reach new heights**



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Step One:

Have an information booth

- **Pick a location/date**– Does your school have a club fair or a freshman orientation? If so, ask your principal if your officers could set up a table to attract new members to join your club. You could also hold a drive during lunch when all the students are in the cafeteria. The best time of year to hold a membership drive is in the fall.
- **Organize resources**– Ask your custodial staff to borrow a table for a specific date and time. Ask at least 1 week in advance. Have flyers, handouts, and candy ready to be given away. Put your club gong and banner on display as well. Have a clip board with a sign up list ready. Have a column for people to write down their name, grade, homeroom, and cell phone number.
- **Man your station**– Always have at least 2 knowledgeable officers or dedicated members sitting at the booth. Have your faculty advisor present, too. Break the drive into 1 hour shifts.
- **Stand out**– Students can be overwhelmed by tons of clubs. Try to prove to prospective members that Key Club is the best organization for them. Do so by portraying the international size of Key Club. We have over 14,000 members in NY alone, and there are Key Clubs in over 28 countries.
- **Set a goal**– Do you want to double your club's membership? Gain 10 new members? Advertise your goal! Have an incentive for reaching it. For example, have your officers pledge to only walk backward through the halls for an entire day if your membership goal is reached.

Step Two:

“Bring a Friend Meetings”

- **Pick a date**– On the first of every month, for example, have “Bring a Friend Meetings.” Give every member that recruits a friend a prize (a certificate or candy work well). Have fun activities, such as an icebreaker, planned for these meetings.
- **Advertise in advance**– Make sure members know about these designated meetings beforehand.
- **Encourage friends to return**– If a friend becomes a returning member reward both the original and the new Key Clubbers!

Step Three:

Public Relations

- **Posters**– Cover your school’s walls with posters! You will find sample ones you can print out and use on the following pages of this packet. There are more available at www.keyclub.org. Be sure to have all posters approved by school officials before hanging! Poster placement is key (no pun intended)... inside the backs of water fountains, doors, stairwells, and even bathrooms are good locations.
- **Announcements**– Use your school’s PA system, announcements, and posters to spread the word.
- **Word of Mouth**– Talk about Key Club! Be proud that you are a member of the world’s greatest and largest high school service organization.

Key Club



Join Us!

When:

Where:

**The world's *greatest* and *largest*
high school service organization**



KEY CLUB



JOIN US!

WHEN:

WHERE:

