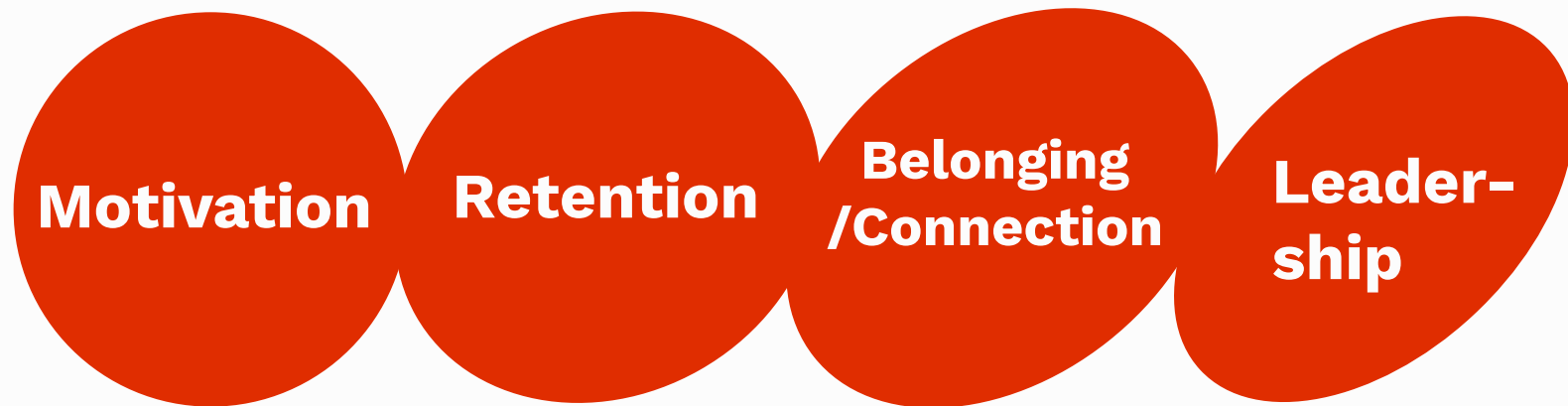


Falling in L♥ve with Service

Jacob Park, Jessica Niu,
Caitlin Carmody



Introduction



**The Four Main Components of
Falling in Love with Service**

Raise your hand if..



Food Drive



Park Clean-Up



Trick-or-Treat for Unicef



Soup Kitchen



Tutoring



Donations



Student Motivation

What are common motivators for students to step into community service?

College Applications

Students who are looking to add to their resume/college application.

Altruistic Mindset

Altruistic individuals tend to have a sense of selflessness and fulfill a need to care for others.

Friends/Social

Students who have friends in Key Club and want to serve the community with familiar others.

Adventurous

Students who want to try something new and want to get involved in new activities.

Who should you recruit?

A



- Joined because his counselor said colleges want to see service hours
- Shows up, does exactly what's asked, leaves once hours are logged
- Not opposed to helping people but was just never given a reason to care beyond the requirement

B



- Joined because her best friend since middle school is already a member
- Never done a service project before, doesn't know what to expect
- Easygoing, open, just needs an easy on-ramp

BOTH!!

Everyone has their own motivation for joining and what's more important is for them to develop a connection.

Retention

Why do members stick around instead of drifting away?

Belonging**

Key Clubbers feel a strong sense of being a part of something bigger.

Recognition

Key Clubbers feeling seen and valued keeps motivation alive past the first few months.

Self-Growth

Key Clubbers participate in leadership opportunities that gives them a reason to stay invested long-term.

Leadership

Key Club members that are involved with higher leadership roles tend to have a stronger sense of retention.

Most Effective Way to Build Belonging



Facili-

-tator



Leadership

“Appealing to the emotional value behind service is something that I think is really important”

“You're there to help others, so I think like having that mindset can help you as a leader ... We also take what our members say into deep consideration”

“You need someone who will kind of energize people and get them to be like excited about volunteering, but you also need someone who's going to create that connection between volunteers”

“it starts with making sure the members understand what the purpose behind these projects are”

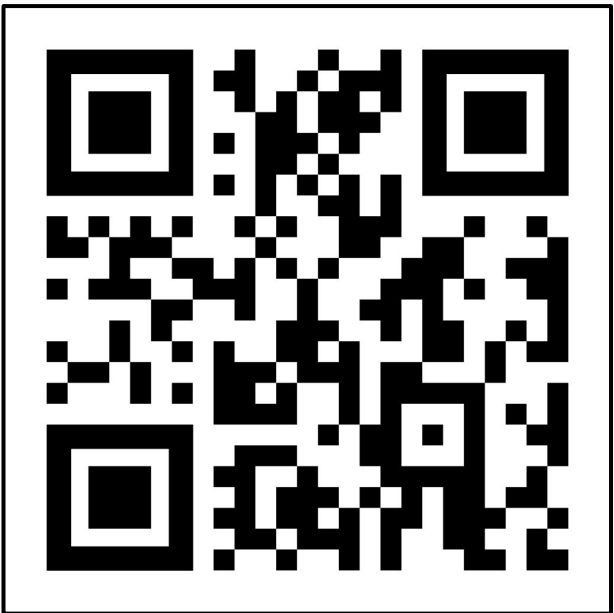
 **Empowerment**

 **Lead for Connection**

 **Role-Model**

 **Voice for All**

 **Purpose**



Survey
Link here



Thank you