

MEMBERSHIP RETENTION & RECRUITMENT

Presented by Yahvi Patel,
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COMMITTEE MEMBERS

PRIYANKA KUMAR

Chair

LAURENT KOTIS

Committee Member

YAHVI PATEL

Committee Member



ICEBREAKER!

What is the most
fun/interactive key club
event you have
participated in or held?



MEMBER RECRUITMENT

- Word of mouth
- Social media
- Centralized information
- Flyers w/ QR codes
- "Bring a Friend" Day
- Open Meetings
- Events: Decon, Fall Rally
- Scholarships



MEMBER RETAINMENT

- Engaging meetings
- Interactive events
- "Warm Welcome"
- Icebreakers that are actually good
- Be timely
- Social events outside of meetings
- Recognition and rewards
- Active communication



WAYS TO ENGAGE MEMBERS AT MEETINGS

- Icebreakers and team-building games
- Interactive service-related activities
- Friendly competitions and trivia
- Member shoutouts and recognition
- Social events and bonding opportunities
- Give everyone a chance to participate



GOALS FOR THE YEAR

- Encourage steady club growth
- Goal: gain 5–10 net new members
- Focus on both recruitment and retention
- Small growth from every club adds up
- Stronger membership leads to a stronger impact



BIG TEN AWARD FOR CLUB GROWTH

- District recognition for club growth
- Awarded for increasing membership by 10% or more
- Encourages recruitment and retention
- Opportunity for recognition at DECON!
- Motivates clubs to set growth goals



ELEVATOR PITCH CHALLENGE

Main Goal: create an elevator pitch for the following prompts to encourage prospective new members to join Key Club

PROMPTS/ IDEAS:

- “WHY YOU SHOULD JOIN KEY CLUB”
- “WHAT IS FUN ABOUT KEY CLUB”
- “WHAT WILL YOU DO AT MEETINGS”



THANK YOU!

**Always remember to Grow,
Serve, and Lead your
community**

**DOES ANYONE
HAVE ANY
QUESTIONS?**



THANK YOU

