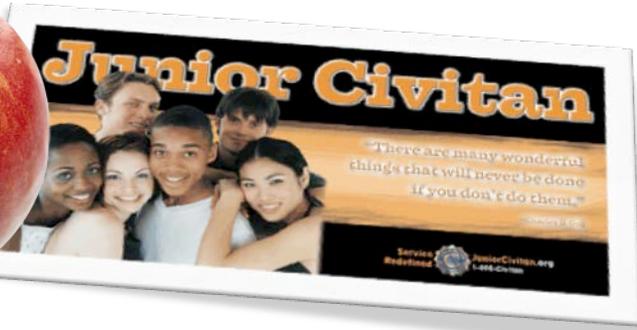


Junior Civitan

Fall Recruitment

Increasing membership and telling people about Junior Civitan!



Launching a Membership Recruitment Campaign

Fall is the best time of year for your club to launch their membership recruitment campaign! There are so many different ways you can get the word out and encourage people to become members of your club. The first step is to sit down with your club officers and decide the approach you want to take. After you have made a plan of action, get out there and show the world everything that being a Junior Civitan has to offer!

Important Dates to remember:

August

Entire Month

Start planning membership recruitment campaign!

September

Entire Month

Launch membership recruitment campaign!

October

World Junior Civitan Day!

A Day to Redefine Service

Spread the Word!

Getting new members is as simple as spreading the word!

Tell people about Junior Civitan. Tell them the about the projects you do, the places you go and the people you meet!

Encourage current members to talk to their family, friends and neighbors about Junior Civitan.

Have your club officers make posters, banners and signs that can be hung around school to promote your club.

Get on the morning announcements or hold an event where students can get more info.





Recruitment Ideas

Here is a list of some ideas to help your club get people interested in becoming a part of the Junior Civitan community!

Throw a Recruitment Party

Throwing a recruitment party tells people about your club, while having fun at the same time! Get members together to plan some activities. Talk about your goals and ask them for ideas and input about what they would like to see done this year!

Set- up a Table at Open House

Setting up a table at your school's open house is a great way to teach people about your club! All you need to do is have several representatives from your club who can answer questions and talk about activities, some brochures with information and maybe even a few treats to give away too!

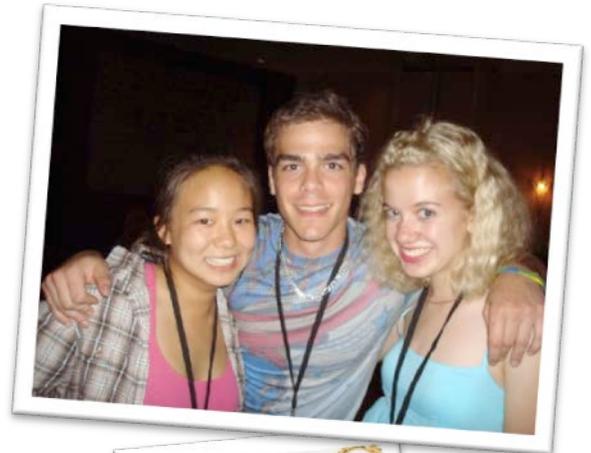


Welcome New Students onto Campus

Often when freshmen start high school or a student transfers from a new school, they have a hard time meeting people and adjusting. Encouraging people to join Junior Civitan gives them the opportunity to meet new people and learn about local and school activities, making them feel more involved and accepted!

Have a Contest

Having a contest creates the initiative to get out there and recruit members! People like to be competitive and win stuff too! A great way to get members involved is to have a contest where your club members compete against each other to win a prize. Maybe the person who recruits the most people gets a reward of some sort or if you join the club you are eligible to win a prize. There are tons of different ways you can compete, just be creative!



More Recruitment Ideas

Talk to Students and Teachers

Making connections with your teachers and fellow peers helps to spread the word about Junior Civitan. Simply ask your friends if they would like to help with a project, or ask your teacher if you can make announcements during class. Doing so will help your club grow and increase participation.



Make Posters, Banners and Flyers

Hanging colorful posters and flyers around campus is one of the best ways to promote your club. All you have to do is be creative! Use colors and pictures to advertise club activities, upcoming events and meetings too! I promise you will be surprised at the results.



Develop an Informative Media Ad

Using the TV, radio and newspaper can benefit your club in many ways. If you want people in your local community to know about an upcoming project, send a press release to a local television station or newspaper telling them all about your project.



Create an Incentive

Creating an incentive is a great way to get current members motivated to recruit new members! All you have to do is talk to your current members and decide on a reward to recognize the person who recruits the most new members. Something silly like giving the person a crown at one of your meetings, a plaque at your district convention or even a gift card is a great way to get people involved!

FALL RECRUITMENT

One Voice

You are only one voice, but one voice can make a world of difference! Get out and spread the word! Talk to people about Junior Civitan, tell them who you are and what you are doing. You will be surprised how much you can accomplish by just being open about it!



Good Luck!



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