

Member Recruitment & Orientation

Circle K International



MRO Series 8

WHAT IT TAKES TO BUILD A CIRCLE K CLUB

The task of building a Circle K club requires significant time, perseverance and resourcefulness. Although the Kiwanis club is ultimately responsible for the building and strengthening of a Circle K club, tasks of the new club building process should be delegated to Kiwanians, as well as a core group of students at the college or university and Circle K district leadership.

THE KEY PLAYERS IN BUILDING A CIRCLE K CLUB

A Local Kiwanis Club

Building a Circle K club is contingent upon identifying a Kiwanis club that would like to sponsor a Circle K club. The commitment to sponsor is a significant one with many rewards including increasing service to the community, contributing to the development of today's college students as tomorrow's leaders, and recruiting new Kiwanians who are specifically interested in working with college students.

A sponsoring Kiwanis club must consider sponsorship of a Circle K club a long-term service project. This service the Kiwanis club will provide to the local campus community, to college students, and to the community at large requires much attention to ensure successful club building and maintenance for many years to come. Kiwanis club members will enjoy collaborating with energetic, innovative, and industrious collegians to improve the community.

A Local College or University

Circle K clubs may be formed at any institution that offers courses leading to a baccalaureate or post-baccalaureate degree, as well as

vocational technical schools that have received technical certification by state or provincial boards of education or the appropriate national board or body.

Currently there is a strong emphasis to promote community service and service learning in higher education. Because Circle K is a well-established network of college students and community leaders and few resources are required by the college or university to support a Circle K club, Circle K is unique among collegiate service programs available and will be very attractive to many college and university administrators.

College Students

Any student who is officially enrolled for at least half time status, as defined by the institution in which a club exists, may become a member of Circle K. To charter a Circle K club, at least twenty students must be willing to commit to the objects of the organization and fulfill the minimum membership requirements.

Recruiting members will be the most time-consuming component of the club building process. Realistic

expectations about the time it will take to recruit the charter members will limit frustration. A Kiwanis club and its sponsored Circle K club should plan to spend at least six months building the Circle K club. Yes, some clubs are built more quickly than that, but there also are some clubs that will take a bit longer than six months to build due to college or university policies or student interest. This manual will highlight some strategies to use when first recruiting students.

Once a core group of ten members has been recruited, the club should begin orienting members to the Circle K experience -- the opportunities available, the structure of the organization, and collaboration with the sponsoring Kiwanis club. In addition, the club should elect a board of officers, including a president, vice president, secretary and treasurer to organize the efforts of the club. Once elected, the sponsoring Kiwanis club should train the board of officers to fulfill its responsibilities.

To complete the charter process, the club must have a minimum of twenty members who have paid club, district, and international dues;

complete the Petition for Certificate of Organization with the appropriate signatures; complete the Standard Form for Club Bylaws; and submit all materials with the exception of club and district dues to Circle K International.

Once the club is officially chartered, the charter certificate will be mailed to the sponsoring Kiwanis club so it may be presented at the club's charter banquet.

Resources Available to Assist with the Club Building Process A variety of resources -- both human and material -- are available to assist the Kiwanis club in building a Circle K club.

Human resources include:

Circle K Lieutenant Governor -

The lieutenant governor is the executive officer of the division in which your Circle K club will belong. He/she is the liaison between the club and district board. The lieutenant governor can help a sponsoring Kiwanis club build a Circle K club in the following ways:

- Discuss the Circle K experience with Kiwanians to enlist Kiwanis commitment.
- Present a program to the Kiwanis club to educate them about Circle K and the needs of college students.
- Assist in identifying a feasible college or university at which a Kiwanis club can establish a Circle K club.
- Work with the Kiwanis club to recruit the core group of students.
- Assist with initial organizational meetings of the Circle K club.
- Provide ongoing education and training to the Circle K club members and officers.
- Share ideas of what other clubs are doing and how similar situations have been handled in the past.

Kiwanis Lieutenant Governor

Though the Kiwanis lieutenant governor can be extremely helpful, this individual is very busy strengthening Kiwanis clubs and building new Kiwanis clubs; and therefore, may not be as accessible to assist with Circle K club building efforts as Circle K district officials. This individual can assist with the new club building process in the following ways:

- Identify a Kiwanis club to sponsor the Circle K club.
- Share information about other Kiwanis club's experiences in sponsoring a Circle K club.
- Direct Kiwanis clubs to the appropriate Circle K officials who can assist in completing the chartering requirements.
- Respond to questions about the new club building process.

Administrator, District Committee on Circle K

The administrator is appointed by the Kiwanis District Governor to advise the Circle K district board and the Circle K district's operation. Assisting the administrator are assistant administrators, also known as zone administrators. These individuals will be very helpful to sponsoring Kiwanis clubs throughout their sponsorship commitment. The administrator and assistant administrators can share resources, both district and international. Because these individuals have worked with many Kiwanis clubs in building Circle K clubs, they will be able to share their experience and advice with regard to your specific situation. Some districts have Zone Administrators who work with club building efforts in a specific region of the district. There may be a zone administrator assigned to work with Circle K club building in your area. In addition to providing consultation, the administrator, assistant administrators and zone administrators can help with the

new club building process in the following ways:

- Train Kiwanis and Faculty Advisors to fulfill advising commitment.
- Present programs to Kiwanis clubs about the Benefits of Sponsorship.
- Assist in presenting the Circle K program to college or university administration to secure their support.
- Assist in organizing introductory meeting on campus.
- Provide district and international resources to assist with building process.

To find out who the administrator is in your district, consult the Kiwanis International Directory mailed to club presidents in October or call the Circle K International Office.

The Circle K International Office

At the International Office, a professional staff works to develop Circle K program materials on community service and student leadership, as well as coordinates an annual convention for the members of the organization. The Circle K International staff is happy to assist Kiwanis clubs during any stage of the new club building process. All resource material needed to build a Circle K club will be provided to you by the Circle K International Office. The Circle K International Office Staff is available Monday through Friday from 8:30 a.m. to 4:45 p.m. (Central Standard Time) and can assist in the new club building process in the following ways: Provide advice to assist in your club building situation. Respond to college or university questions regarding the Circle K program. Provide materials to assist with the new club building process. Process charter materials. Respond to questions about charter status and dues payment records.

CLUB BUILDING CHECKLIST

Listed below is a checklist outlining the tasks involved in the successful building of a Circle K club at a local college or university. For each task there should be an individual(s) responsible for completing the task and a deadline date.

- Solicit support from a Kiwanis club for the sponsorship of the Circle K club. The entire Kiwanis club should be made aware of the sponsorship obligations.
- Present a program on Circle K and the benefits of sponsorship to the interested Kiwanis club.
- Identify a school at which the club may be built.
- Appoint a Kiwanian to serve as chairman of Kiwanis club's Committee on Circle K.
- Meet with college or university administration to discuss establishment of a new organization on campus. Contact the Office of Student Affairs or Student Activities Department. Obtain permission from college/university to start building a Circle K club.
- Order a New Club Building Kit: Step Two from the Circle K International Literature Department.
- Ask the Office of Student Affairs or Student Activities Department how you can secure a faculty advisor for the Circle K club. If they don't have an established system, ask for recommendations of faculty, staff, or administrators who would support the objectives of Circle K and perhaps be willing to be a faculty advisor.
- Forward letters of inquiry to potential faculty advisors, along with information about Circle K and the advising commitment.
- Follow-up by phone with potential faculty advisors to determine interest. Discuss the purpose of the organization, the unique advising relationship the faculty advisor will share with the Kiwanis advisor, the support the Circle K club will receive from the sponsoring Kiwanis club, the district and international opportunities for involvement, and the leadership training club members will receive.
- Select a faculty advisor.
- Ask faculty advisor to assist in identifying a core group of students to help establish the club.
- Train Kiwanis and faculty advisors to fulfill their roles within the organization.
- Plan an organizational meeting. Specify time, date, location, and agenda.
- Blitz the campus with promotional materials.
- Have an exhibit and sign-up table in highly visible locations on campus.
- Follow-up with students who have expressed an interest in starting a Circle K club. (letters, phone calls, invitations)
- Plan the second organizational meeting.
- Continue recruitment efforts to secure at least 20 members.
- Elect officers and sign Petition for Charter.
- Collect dues from members—International, district, and club dues.
- Forward Petition for Charter and dues to district and International office.
- Train club officers. The sponsoring Kiwanis club should use the Club Officer Training Kit available from Circle K International to facilitate this training.
- Plan a charter banquet.

On an ongoing basis, monitor new club progress.

Circle K International has implemented the Growth Team Coordinator program and seventeen individuals have been appointed to serve as coordinators for this pilot program. These seventeen individuals represent sixteen districts, however they are happy to assist districts outside their own when building a Circle K club.

The goal of the program is to increase Kiwanis visibility and involvement in building new Circle K clubs within the district. Philosophically, it is the Kiwanis district's responsibility to build new Circle K clubs, and the Circle K district's role to support and maintain the clubs within a district structure.

The Growth Team Coordinator's role is to support the Circle K District Administrator in fulfilling the Kiwanis district's responsibilities to the Circle K district in terms of new club growth and encouraging stronger sponsorship of these new clubs. If you are interested in contacting a Growth Team Coordinator, contact the Circle K District Administrator for more information.