

Circle K International | Talking Points



- **“CKI is an international collegiate service organization.”**

We have clubs throughout the world in 17 countries and have a network of over 12,000 members.
- **“CKI is affiliated with Kiwanis International and Key Club International.”**

CKI may not be known, but Kiwanis and Key Club will be known to most individuals, so associate your club/CKI (choose which one) with them if possible.
- **“Annually, our club does ____ service hours to the community.”**

Discuss how you come up with new service projects and ask them what they like to do/help with.
- **“We build leaders that go on to serve the club but also can serve over larger areas. Circle K International is entirely student-led.”**

With increased leadership skills, members are able to lead larger groups of members and potentially the entire state or global membership. This is great way to promote yourself to new employers and to graduate schools.
- **“We help you meet students, leaders, and friends from your school, schools in your area, and schools around the world.”**

Emphasize the power and potential of networking with students from other schools in your division and/or district.
- **“We can help you design your own service project.”**

This is a great resume builder for professional development. Employers are looking for service-minded go-getters and planning a service project is a great way to start off.
- **“You already have a group to hang out with of over ____ members.”**

When first year students come to campus they are usually worried about the friends they will make. Although the Greek system is the most traditional path to take for fellowship, discuss that no pledging process is needed, dues are cheaper, and what kind of socials your club hosts. Remember, parties are not for everyone. Include that Circle K can help foster and develop lifelong friendships.
- **“My favorite service project is ...”**

Discuss what makes you continue to be in this organization. The genuine answer will be appealing to new students.
- **“The informational meeting is ____.”**

Plug the informational meeting for them to learn more about CKI and your club. You only have so much time before you need to move on to the next student that walks by.
- **“Hello! My name is *insert your name*. What is yours? ... Have a nice day *insert their name*. I hope to see you at the informational meeting next week!”**

Circle K International | Tabling Checklist



- Make sure to reserve the table and /or area in advance, if your school requires it.**
- Have marketing materials ready to distribute (brochures, flyers, business cards etc).**
- Have sign-up sheets for your mailing list, and remember to email prospective members after you finish tabling to thank them for stopping by, and remind them about your meetings.**
- Create a tabling schedule ready so your officers and members know when they are tabling.**
- Have your “hook” line ready to attract new members! Try these:**
 - > Want to serve the community while meeting potential employers?
 - > Were you in Key Club?
 - > We are the college version of Key Club!
 - > Our organization serves ___ hours and helps over ___ people!
- Dress to attract new CKI members. Wear your CKI shirts, anything CKI related!**
- Make sure to have pictures, awards, club banner, and CKI freebies at your table.**
- Keep your favorite service project in mind and highlight it when you recruit!**
- Don't forget to have some yummy treats! Candies are a tabling favorite.**
- Set up tables, not chairs! Always stand in front of your table. Potential new members are less likely to talk to you if you are sitting behind a table.**