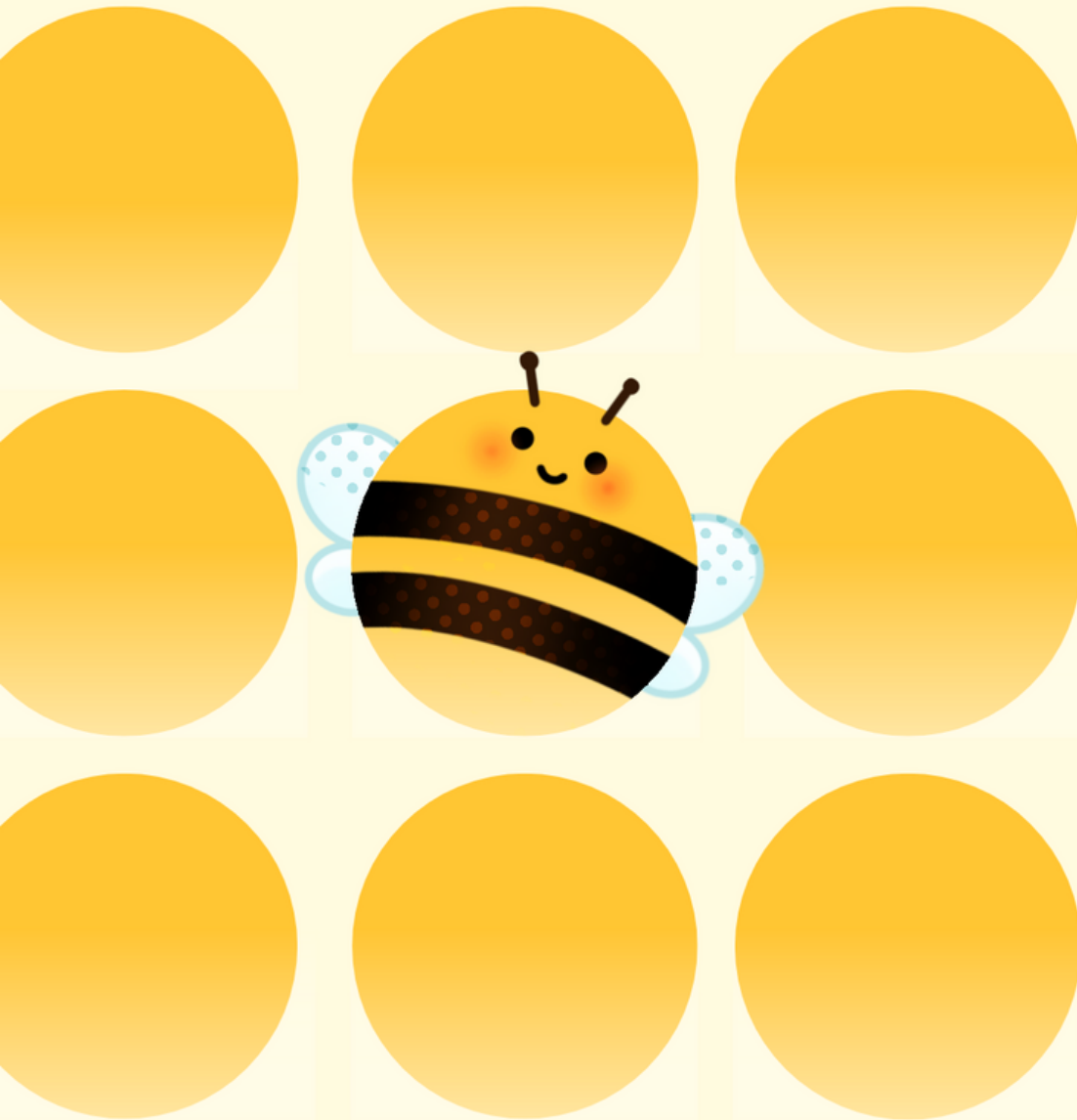




# MEMBERSHIP RECRUITMENT GUIDE!



# Table of Contents





# Introductions! ✨

## WHAT'S UP UNSTOPPABLEES!

---

My name is Lily Yan and I serve Division 44 North with pride as their Lieutenant Governor ! I'm so excited to share with you this guide to expand membership and maintain your members!



# CNH Membership from 2017-2023

**2017-2018**

**39,763**

**36,004**

**2018-2019**

**2019-2020**

**34,578**

**23,161**

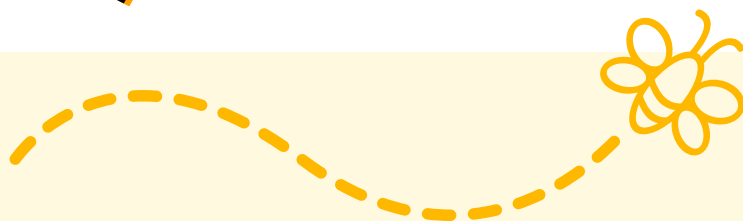
**2020-2021**

**2021-2022**

**30,833**

**29,426**

**2022-2023**



# Club Rush!

## Tips and Tricks!



- Make trifolds, flyers, and posters!
- Inform on what KEY Club is about, what we do, and where we donate!
- Include important contact info like to your club officers and LTG
- Bring spirit sticks and spirit gear to show your excitement
- Advertise how we recognize members with our MRP and scholarships
- Invite members to take pictures and have treats!



# Member Retention

## Tips and Tricks!

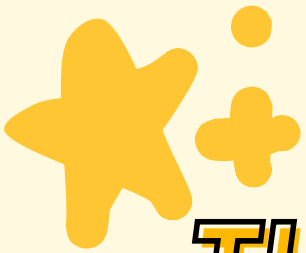
- Educate members on our core values and goals
- Recognize your members by featuring them on social media
- Remind them of our MRP program and scholarships for club newsletters, officer positions, and even talent!
- Hold icebreakers at Key Club events to help members bond
- Hold service events to help members gain community service hours



# Resources



- Visit the CNH Cyberkey ([www.cnhkeyclub.org](http://www.cnhkeyclub.org)) for resources!
- Find graphics and info! Head to resources > graphics and marketing
- Follow [@cnh\\_keyclub](https://www.instagram.com/cnh_keyclub) on Instagram
- Contact the Membership Development and Education Chair! ([mde.chair@cnhkeyclub.org](mailto:mde.chair@cnhkeyclub.org))
- Contact the Membership Growth Chair! ([mg.chair@cnhkeyclub.org](mailto:mg.chair@cnhkeyclub.org))
- Contact the Communications and Marketing Chair! ([cm.chair@cnhkeyclub.org](mailto:cm.chair@cnhkeyclub.org))



**THANK YOU FOR**

**READING!**

