

Club

Building

Manual





**Kiwaniis**<sup>®</sup>  
Service Leadership Programs

CKI

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## CLUB BUILDING CHECKLIST

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Listed below is a checklist outlining the tasks involved in the successful building of a CKI club at a local college or university.

This manual will outline strategies to accomplish each aspect of the club building process listed here. For each task make certain there is an individual(s) responsible for completing the task and a deadline date. When each task is completed, check the box. Note that building a CKI club may not chronologically follow this list.

- ☐ Solicit support from a Kiwanis club for the sponsorship of the CKI club. The entire Kiwanis club should be made aware of the sponsorship obligations. **See pages 8-13**
- ☐ Present a program on CKI and the benefits of sponsorship to the interested Kiwanis club. **See pages 10-11**
- ☐ Identify a school at which the club may be built. **See page 14**
- ☐ Appoint a Kiwanian to serve as chairman of the Kiwanis club's committee on CKI. **See pages 11-12**
- ☐ 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. Utilize the Working with Colleges and Universities for Club Establishment information in this manual to plan this meeting. **See pages 14-17**
- ☐ Obtain permission from college/university to start building a CKI club. **See page 17**
- ☐ Ask the Office of Student Affairs or Student Activities Department how you can secure a faculty advisor for the CKI club. If they don't have an established system, ask for recommendations of faculty, staff, or administrators who would support the objectives of CKI and perhaps be willing to be a faculty advisor. **See pages 18-20**
- ☐ Forward letters of inquiry to potential faculty advisors, along with information about CKI and the advising commitment. **See page 21**
- ☐ Meet 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 CKI club will receive from the sponsoring Kiwanis club, the district and international opportunities for involvement, and the leadership training club members will receive. **See page 18-19**
- ☐ Select a faculty advisor. **See page 20**
- ☐ Train Kiwanis and faculty advisors to fulfill their roles within the organization.
- ☐ Ask the faculty advisor to assist in identifying a core group of students to help establish the club. **See page 28**



- ☐ Plan an organizational meeting. Specify time, date, location, and agenda. **See page 32**
- ☐ After obtaining permission, blitz the campus with free promotional materials acquired from Kiwanis International.
- ☐ Have an exhibit and sign-up table in highly visible locations on campus. **See page 24**
- ☐ Follow-up with students who have expressed an interest in starting a CKI club. Write follow-up letters/e-mails, make follow-up phone calls, and send invitations for a second organizational meeting. **See page 25**
- ☐ Plan the second organizational meeting. Perhaps plan to do a service project to give potential members the sense of what CKI involvement truly is like. **See pages 26-27**
- ☐ Continue recruitment efforts to secure minimum membership requirement. **See pages 22-25**
- ☐ Elect officers, sign the Petition for Charter, and decide how the club chartering fee will be paid. **See page 34**
- ☐ Forward the Petition for Charter club charter fee to Kiwanis International.
- ☐ Train club officers. The sponsoring Kiwanis club should use the Club Officer Training Kit available from Circle K International to facilitate this training. Work with district officers to help with training as well. **See pages 32-33**
- ☐ Plan a charter banquet. **See pages 35-39**
- ☐ On an ongoing basis, monitor new club progress using the Club Progress Report **See page 40**

**Did you remember...**

**Assign someone to each task and a date of completion for best results!**

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# WHAT IS CIRCLE K INTERNATIONAL?

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## CKI IN BRIEF

Circle K International (CKI) is the world's largest collegiate organization dedicated to service and leadership development with more than 500 clubs worldwide. It is not the size of the organization, however, which gives it its identity or provides it with its primary source of pride and satisfaction. Rather, it's the mission and the objects of the organization that set CKI apart from other student organizations.

CKI is a service organization through which college students can find a means of responsible student action in their communities and a more active involvement in the life of their campus. As clubs learn about the needs of their campuses and communities, they develop hands-on activities to address these problems.

College is more than a pursuit for a scholastic degree—it offers good times, getting to know others, personal development, and meaningful contributions to the world. CKI provides a unique opportunity to make a difference now—CKI is the total college experience.

## HISTORY

In 1936, CKI was instituted as a fraternity at Washington State University by the Kiwanis Club of Pullman, Washington. The idea started with Jay N. Emerson, who was later elected Kiwanis International President. His interest led to the building of the first CKI club in 1947 at Carthage College, Illinois.

Other Kiwanians became interested, and during the next eight years 168 CKI clubs were started in the United States and Canada. In October 1955, representatives from these clubs met in Philadelphia and voted to form an international organization under the sponsorship of Kiwanis. In 1956, a special department was created in the Kiwanis International Office to serve as the International Headquarters for CKI.

## PURPOSE

Circle K International is college and university students who are responsible citizens and leaders with a lifelong commitment to community service worldwide. CKI inspires people to better our world. Its motto is "Live to serve, love to serve." CKI provides constructive opportunities for students to become involved on their campuses and communities through service work to others in need. CKI members have the chance to work with fellow students, children in the community, and other adults in need of special programs.

## ACTIVITIES AND PROGRAMS OF SERVICE

Each club is encouraged to analyze its local situation and determine how its environment can be served most effectively. CKI is not bound to any one particular

service activity, however clubs are encouraged to support the CKI Service Initiative: "Focusing on the Future: Children." This program supports projects which focus on children ages 6-13.

## THE ROLE OF KIWANIS

Kiwanis International is a world-wide service organization for leading professional and business women and men. A CKI club can be sponsored by a local Kiwanis club, and this sponsorship is a result of Kiwanis' concern that all people should take an active interest in community life. CKI provides a vehicle for college students to find that involvement.

CKI clubs are self-governed and to a large extent self-financed, working independently of, but in cooperation with, their sponsoring Kiwanis club. A consistent relationship is maintained by Kiwanians interested in working with CKI members. Kiwanians also are aware of the needs of college students and seek to meet these needs through scholarships and career networking. Kiwanis and CKI members frequently act as partners in service—this common objective has proven to be a viable means of bridging the generation gap.

## INTERNATIONAL AND DISTRICT ORGANIZATIONS

Circle K International is administered by a Board of Trustees composed of ten college students elected at the annual international convention. The CKI staff, located at the International Office, helps coordinate administrative functions for the entire organization.

For purposes of more immediate contact, local clubs are grouped into states, multi-state, provincial regions,

and/or countries called districts. Each of the districts has a board of officers which administers the clubs within their boundaries.

The district and international levels hold annual conventions that are highlights of the CKI year. These conventions combine education, inspiration, business, politics, and fellowship. All CKI members are encouraged to attend.

## **BENEFITS OF MEMBERSHIP IN CIRCLE K INTERNATIONAL**

1. *Campus and Community Service* - Because of CKI's rich history of helping others, members of CKI clubs share in the tradition of serving their campuses and communities. CKI members, by planning and participating in projects and activities, volunteer their time, talents, ideas, and skills for the purpose of making a long-lasting and far-reaching impact on their environment.

2. *Leadership Development* - Through the CKI structure, every CKI member has the unique opportunity to develop leadership skills by serving as an officer or committee chair. Whether it be serving as a club project chair, district officer, or international officer, each member has the opportunity to discover and develop talents and skills.

3. *Professional Development* - Involvement in CKI will allow college students to apply what they learn in the classroom to everyday situations. The skills that are developed and the opportunities experienced through involvement in CKI will increase a student's employability after college. Furthermore, CKI's connection to Kiwanis promotes career networking between collegians and professionals.

4. *Friendship* - Because CKI is organized on more than 500 college and university campuses worldwide, members have the unique opportunity to become friends with collegians from different countries. Attendance at divisional, district, and international conferences and conventions provides members the special chance to learn of diverse perspectives, make new friends, share ideas and concerns, and travel.

5. *Scholarship Opportunities* - Through the generous efforts of the Kiwanis International Foundation and Kiwanians in the districts of CKI, scholarships have been made available to CKI members. Club presidents should talk to their district governor to determine which scholarships are available for a given

year.

6. *Member Cards* - Each member receives a membership card showing membership in good standing in CKI.

7. *Member Handbook & Pin* - As part of CKI member education, each new member receives a handbook which outlines the purpose, history and structure of the organization. Membership pins are forwarded to each club for all new dues paying members.

8. *CKI Magazine* - Each member receives online access to *CKI Magazine* which features articles and information pertaining to college life, organizational programs, and CKI activities.

9. *Experienced Counseling* - Every club has the opportunity for self-improvement by communicating and interacting with district and International officers.

10. *Education, Membership Recruitment, Public Relations, Promotion and Training Information* - Every member club receives the latest program and public relations information and materials developed by the International Office. These materials are designed to assist in club administration, growth and development. They are available upon request.

11. *Club Communication* - Every member receives weekly, monthly, and quarterly communication from district and international officers. These communications include the CKI Weekly and the CKI Board Book (international), district newsletters, and district board meeting minutes. Clubs should receive phone calls and e-mails on a regular basis from the district board.

## **MEMBERSHIP REQUIREMENTS**

There are general requirements for CKI membership: willingness to serve, commitment to humankind, and dedication and adherence to the ideals of the organization.

Each CKI club is assessed an international fee (see [circlek.org](http://circlek.org) for the amount). In return, members receive all the benefits described above. CKI clubs and districts also set the amount of dues which are to be paid by each member for administrative expenses. District dues are a separate obligation and vary by district.

# THE IDEAL CKI CLUB

The following outline has been prepared in an effort to offer guidance to clubs. It should not be deemed a requirement laid down by the International Board for clubs and members to follow. Realizing that every club is unique, clubs should feel free to tailor their level of activity in each area as appropriate to their individual situation. The outlined activity levels are only suggestive in nature and will not be used as a basis for judging club awards.

Under no circumstances should these ideals be construed, referred to, or ascribed as minimum requirements.

## General

- Must have a full board of officers (not necessarily committees)
- Meet on a weekly basis with possible weekly socials
- Set goals for club performance at the beginning of the officers' term

## Service

- One project every week (or four monthly service projects) varying in type between simple and complex, fundraiser and actual service, etc.

## Socials

- One pre-planned social per month with spontaneous ones happening after pre-planned projects for membership interaction

## Members

- 10 dues paid members (2-year institutions or 4-year institutions with 5,000 or fewer students) or 15 dues-paid members (institutions with more than 5,000 students)

## MD&E/Leadership Training

- One lieutenant governor visit per semester
- One governor visit of official contact per year
- Newsletters published by the club to educate the members and officers 6 times a year
- Club officer meetings on a bi-weekly or monthly basis to plan the club's activities for that period
- All officers in attendance at club officer training conference/sessions
- 30% of club membership attendance at general trainers open to general membership

## Interclubs

- One interclub in the form of a project/event per month
- Host one interclub per semester

## District/International Support

- Pay all fees before December 1 (North American clubs) or February 1 (International clubs) deadline
- 30% of club membership attendance at district convention
- 10% of club membership attendance at international convention
- Clubs educated on the various international programs at trainers and working to fulfill all goals of those programs; knowing more than just that district and international levels exist

## Kiwanis Family

- Implement 1 Key to College program with various high schools in the area per semester
- One or more members to attend the sponsoring Kiwanis club meeting at least twice a month
- One or more members to attend a local Key Club meeting once a month
- Invite Kiwanis family members to CKI events/meetings and/or hold a Tri-K event



## THE IDEAL CKI MEMBER

The following outline has been prepared in an effort to offer guidance to clubs. It should not be deemed a requirement laid down by the International Board for clubs and members to follow. Realizing that every club is unique, clubs should feel free to tailor their level of activity in each area as appropriate to their individual situation. The outlined activity levels are only suggestive in nature and will not be used as a basis for judging club awards.

Under no circumstances should these ideals be construed, referred to, or ascribed as minimum requirements.

It is recommended that a club member is active in the following areas:

- Weekly meetings
- Committee meetings
- Club events
- District and international events
- Paying club dues, district dues, and international fees
- Utilizing leadership training offered by district and international

The CKI club is responsible for setting ideal club member guidelines based on what is appropriate for members and club situation.

### **An example is given below:**

- Attend the majority or 70% of all weekly meetings
- Attend 90-100% of all committee meetings of which the member is a part
- Attend at least one club event per month, i.e. project, interclub
- Pay club, district, and international dues and fees
- Attend at least 50% of district and international events
- Utilize the leadership training offered by the district and international to build character and leadership skills



Copy this flyer (front and back) and distribute to club members every semester as a friendly reminder of your club's standards. Be sure to tweak the flyer to fit your Ideal Member and Club!

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# WHAT IT TAKES TO BUILD A CKI CLUB: AN OVERVIEW

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Building a CKI club requires significant time, perseverance and resourcefulness. Although the Kiwanis club is ultimately responsible for the building and strength of a CKI club, tasks of the new club building process should be delegated to Kiwanians, as well as a core group of students and CKI district leadership.

This manual is designed to take the "builders" through each step of the club building process outlined in the first few pages of this manual. This section highlights briefly all of the key players in the club building process. The other chapters of this manual will provide detailed strategies to approach and work with each of the key players in the new club building process.

## THE KEY PLAYERS IN BUILDING A CKI CLUB

### A LOCAL KIWANIS CLUB

Building a CKI club is contingent upon identifying a Kiwanis club that would like to sponsor a CKI 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 CKI 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

CKI 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.

Because CKI is a well-established network of college students and community leaders and few resources are required by the college or university to support a CKI club, CKI 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 classes may become a member of CKI. To charter a CKI club, at least 15 students for 4-year institutions larger than 5,000 students or 10 students for 2-year institutions or 4-year institutions smaller than 5,000 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 part 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 CKI club should plan to spend at least six months building the CKI club. This manual will highlight some strategies to use when first recruiting students.

Once a core group of members has been recruited, the club should begin orienting members to:

- The CKI experience
- The opportunities available
- The structure of the organization
- Collaboration with the sponsoring Kiwanis club.

In addition, the club should elect a board of officers to organize the efforts of the club. Once elected, the sponsoring Kiwanis club should train the board to fulfill its responsibilities.

To complete the charter process, the club must:

- Have a minimum of 10 or 15 members
- Complete the Petition for Charter with the appropriate signatures
- Complete the Standard Form for Club Bylaws
- Submit all materials and a \$600 chartering fee paid by the sponsoring Kiwanis club to CKI. 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 personal and material—are available to assist the Kiwanis club in building a CKI club.

### Human resources include:

**CKI LIEUTENANT GOVERNOR** - The lieutenant governor is the executive officer of the division in which your CKI 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 CKI club in the following ways:

- Discuss the CKI experience with Kiwanians to enlist Kiwanis commitment
- Present a program to the Kiwanis club to educate them about CKI and the needs of college students
- Assist in identifying a feasible college or university at which a Kiwanis club can establish a CKI club
- Work with the Kiwanis club to recruit the core group of students
- Assist with initial organizational meetings of the CKI club
- Provide ongoing education and training to the CKI 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 CKI club building efforts as CKI district officials. This individual can assist with the new club building process in the following ways:

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

**ADMINISTRATOR, DISTRICT COMMITTEE ON CKI** - The CKI Administrator is appointed by the Kiwanis District Governor to advise the CKI district board and the CKI district's operation. Assisting the administrator are assistant 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 other Kiwanis clubs in building CKI clubs, they will be able to share their experiences and advice with regard to your specific situation. There may be a zone administrator assigned to work with CKI club building in your area. In addition to providing consultation, the administrator and assistant 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 CKI 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 Kiwanis International Office at 1-800-KIWANIS or 317-875-8755.

**GROWTH TEAM COORDINATORS** - Many CKI districts have a CKI volunteer trained to implement new club building efforts. Call the district administrator to see if your district has a growth team coordinator to assist in your efforts.

**THE CIRCLE K INTERNATIONAL OFFICE** - At the International Office, a professional staff works to develop CKI program materials on community service and student leadership, as well as coordinates an annual convention for the members of the organization. The CKI staff is happy to assist Kiwanis clubs during any stage of the new club building process. All resource material needed to build a CKI club will be provided to you by the Circle K International Office. The CKI

staff is available Monday through Friday from 8:30 a.m. to 4:45 p.m. (Eastern 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 CKI program
- Provide materials to assist with the new club building process
- Process charter materials
- Respond to questions about charter status and dues payment records

### **NEW CLUB BUILDING MATERIALS AVAILABLE FROM CIRCLE K INTERNATIONAL**

When building a CKI club, an online kit is available at [www.kiwanisone.org/charter](http://www.kiwanisone.org/charter).

The online New Club Building Kit includes the materials needed to educate a Kiwanis club and school administration about CKI and the new club building process. This online kit includes all documents required to charter. Briefly outlined below are some of the new club building materials available on the online kit and how each should be used.

#### **Contents of New Club Building Kit**

*Club Building Manual* - This manual highlights new club building strategies, including membership recruitment and club organization activities.

*Standard Form for Club Bylaws* - This is the governing document to specifically operate a local CKI club. It must completely conform to the International Bylaws and Policy Codes; however, it allows a club to be more specific in identifying its practices. This should be completed and adopted by the newly-formed club and forwarded to the International Office for approval when all charter materials are mailed to CKI.

*Advisor's Manual* - This manual provides an overview of both the Kiwanis advisor and faculty advisor's responsibilities. In addition, it outlines some strategies for advising college students.

*Club Officer Workbooks* - There is a workbook designed specifically for each of the following: the club president, the club secretary, club treasurer, and club editor. Each of these workbooks outlines information and strategies to enable a club officer to fulfill his or her responsibilities.

*Member Recruitment Materials and Suggestions* - These should be used and customized to explain CKI to prospective members.

*Petition for Charter* - This document is a club's application to be chartered. It includes the names of charter members, the names of officers, and the signatures of Kiwanis and school officials that endorse the establishment of a CKI club. When completed, it should be forwarded to the International Office, along with payment of the Circle K International club charter fee, to officially request recognition of the new club.

*Charter Presentation Manual* - This manual provides suggestions for planning and implementing a chartering ceremony for the new CKI club.

*Budget Planning and Explanation Manual* - This manual provides an overview of a sample CKI budget and an explanation of the different types of accounts.

The resources listed in this section will be helpful to a Kiwanis club when building a CKI club. If at any point in the club building process you have questions about how to use these resources, contact the Circle K International Office for advice.

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## SECURING SUPPORT FROM A LOCAL KIWANIS CLUB

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Very simply, CKI cannot exist without the support of a local Kiwanis club. To establish a CKI club, a Kiwanis club must commit to assisting the CKI club to be successful. Therefore, promoting the CKI program to a local Kiwanis club and securing their commitment is the first critical step in building a CKI club.

Before a Kiwanis club considers sponsorship of a CKI club it should answer the following questions:

- Is the Kiwanis club functioning at charter strength and operating effectively? ☐ Yes ☐ No
- Would the Kiwanis club enjoy taking on a project that will have sustainable, long-term effects on the community? ☐ Yes ☐ No
- Would our Kiwanis club be willing to allocate funds from the Service Account to assist the CKI members and a Kiwanis advisor or faculty advisor with travel costs to district convention, the district leadership training conference and international convention, as well as cover the club charter fee? ☐ Yes ☐ No
- Is the Kiwanis club interested in increasing the number of individuals involved in community service? ☐ Yes ☐ No
- Does the Kiwanis club want to help students become successful leaders and citizens? ☐ Yes ☐ No
- Does the Kiwanis club have a group of three to five members who would be interested in working specifically with the CKI club? ☐ Yes ☐ No

If you can answer yes to all of the above questions, your Kiwanis club has the potential to be a great CKI club sponsor. Because CKI sponsorship is not a one-time project and requires an ongoing commitment, it is important that the Kiwanis club as a whole, not just the Board of Directors, understand what CKI is and the obligations of sponsorship. Therefore, the Kiwanis club should spend some time educating members about CKI and the sponsorship commitment.

### THE BENEFITS AND RESPONSIBILITIES OF CIRCLE K SPONSORSHIP

Like Key Club, CKI is a sponsored leadership program of Kiwanis International. Kiwanis clubs, which actively sponsor CKI clubs make a significant contribution to their communities—they provide service and opportunities to college students; and they develop a more aggressive citizenship by increasing the number of individuals actively committed to improving the community.

#### BENEFITS OF SPONSORSHIP

Sponsoring a CKI club is an opportunity to invest in the future of Kiwanis. As a sponsor you will impact the lives of college students by promoting their personal, leadership, and career development. You will watch college students become responsible citizens and active contributors to the campus and community. The activity of a CKI club on your local college or university campus will inspire other college students, faculty, and administrators to become involved with the community.

More specifically, your Kiwanis club can benefit from the sponsorship relationship in the following ways.

1. Your Kiwanis club can plan larger, more pervasive projects, because it will have additional resources

to assist with the planning and implementation of the projects.

2. Your Kiwanis club's interaction with the college or university will introduce your Kiwanis club to new audiences and a new market for membership, such as college or university faculty and administrators.
3. Communities identify with the colleges and universities in the area; therefore, your club's involvement with college students will serve as outstanding public relations for your Kiwanis club.
4. Interaction with CKI will introduce Kiwanians to

new perspectives, cultures, approaches and also will ignite their enthusiasm and idealism.

5. Sponsorship of a CKI club will be a program resource for your Kiwanis club.
6. Your Kiwanis club will become attractive to prospective members who wish to work with young adults.
7. Your club will increase its opportunities for interclubs, joint projects, attendance at CKI club meetings, and participation in CKI division, district and international events.

### **SPONSORSHIP RESPONSIBILITIES**

Working with college students will be a unique and rewarding experience. Before a Kiwanis club agrees to sponsor a CKI club it must understand the needs of college students and the sponsorship commitment necessary to make the CKI club a success.

What does it take to sponsor a CKI club? The well-being and strength of the CKI club is the responsibility of the sponsoring Kiwanis club under which it is chartered. As the success of CKI is contingent upon a three-way relationship between the Kiwanis club, school administration, and the CKI club, these parties must understand the nature of the CKI relationship.

1. The most important factor contributing to a CKI club's success is the degree of involvement it receives from its sponsoring Kiwanis club. All members of the Kiwanis club must understand the obligation it is making to Circle K International. Before a Kiwanis club decides to sponsor a CKI club, it must decide if it has the time, energy, and financial resources to develop and maintain a long-term relationship with the sponsored CKI club.
2. The Kiwanis club must establish a Kiwanis Committee on CKI to build and advise the club. The Kiwanis club president should appoint a Kiwanis advisor as chairman of this committee and who will also serve as the primary liaison to the CKI club.
3. The Kiwanis club must collaborate with the faculty advisor to provide effective CKI club advisement.

4. The Kiwanis club should have at least one member of the Kiwanis club attend each weekly meeting of the CKI club. The Kiwanis club should invite and encourage CKI club members to attend each weekly meeting of the sponsoring Kiwanis club.
5. The Kiwanis club should assist with the implementation of sound fiscal policies, the preparation of responsible budgets, the maintenance of accurate records, and the planning and operation of needed fundraising activities.
6. The Kiwanis club must advise the CKI club to follow proper administrative procedures by submitting district and international forms, reports, and fees, on or before the required dates.
7. The Kiwanis club must ensure that the CKI club maintains charter strength of fifteen members for 4-year institutions over 5,000 students and ten members for 2-year institutions or 4-year institutions with fewer than 5,000 students. .
8. The Kiwanis club must assist the CKI club in presenting CKI educational programs on an ongoing basis.
9. The Kiwanis club must encourage CKI members and Kiwanians to attend all CKI district and international events.
10. The Kiwanis club is responsible for the ongoing training of club officers.

These sponsorship responsibilities constitute the minimum sponsorship requirements. Certainly, the Kiwanis club can contribute in additional ways; however, if a Kiwanis club fulfills these responsibilities, it will have exerted the type of support necessary to sustain the CKI club.

CKI members value the time and commitment shared by Kiwanians. As advisors, friends, and counselors, Kiwanians can facilitate the growth of the individual CKI member and the CKI club.



## PRESENTING CKI SPONSORSHIP TO THE KIWANIS CLUB MEMBERSHIP

The following activities can be used to educate the Kiwanis club about CKI sponsorship and secure its commitment.

- Invite the CKI Lieutenant Governor of the division to present a program on what CKI has done for him or her and why it is so important that the opportunity for membership be extended at the prospective college or university.
- Invite the chairman of the Committee on CKI from another Kiwanis club to present a program about what sponsorship of a CKI club has done for his or her Kiwanis club.
- Invite the assistant administrator or growth team coordinator for the CKI District to present a program on the benefits and responsibilities of sponsorship.
- Present information about CKI using the script in this section of the manual highlighting the benefits of sponsorship. The handout also included in this section should be distributed to all club members.

### Presentation for Educating Kiwanians About the Benefits of Sponsorship

*This program may be presented by a Kiwanian of the potential sponsoring Kiwanis club.*

Advance Preparation Required: Print the handout included in this section and distribute to Kiwanis members during the club program on CKI.

The presenter should completely read this Leader's Guide and practice presenting this program. The script is rather thorough and could be read word for word to the audience; however, the presenter should tailor the program to his or her personality, as well as to the audience.

#### Leader's Guide

- I. You have just finished watching a video that introduced us to CKI, the collegiate level service organization sponsored by Kiwanis. More than 12,000 college students worldwide have discovered that helping others through CKI membership is personally rewarding; they also have learned that their involvement in Circle K International enhances their cultural understanding and ability to respond to the changing needs of their campuses and communities.
- II. So why should our Kiwanis club consider sponsoring a CKI club?

First let's consider the following questions:

- Is there a need at \_\_\_\_\_ college/university for such an organization?
- Will the college/university, students, and faculty benefit from CKI?
- Will local collegians become better students and citizens through their involvement?
- Will our Kiwanis club involve more individuals in service through sponsorship?
- Does our Kiwanis club have a long-term interest in assisting today's students to become tomorrow's leaders?

**The answer to all of these questions probably is yes.**

Through sponsorship, our Kiwanis club will be able to plan larger, more pervasive projects because we will have another group with which to collaborate.

Our Kiwanis club's interaction with the college or university will introduce our club to new audiences and a new market for membership, such as faculty and administrators.

Because the community identifies with colleges and universities, our club's involvement with college students will serve as excellent public relations for our club.

Our interaction with college students will open us up to new perspectives, cultures, and approaches.

Our club will become attractive to potential members interested in becoming involved with college students.

Our club will increase available opportunities for interclubs, joint projects, and involvement in leadership training.

Our club will be providing an ongoing service with long-term effects.

Our club will become involved with some new and interesting projects.

Together, our Kiwanis club and CKI club will increase the outreach provided to our community.

We will be able to educate and prepare college students to tackle the issues facing our communities.

III. If we decide to sponsor, what impact can we look forward to a CKI club having?

CKI will impact the college or university by:

- organizing educational seminars for other students planning school clean-up campaigns,
- improving school physical facilities,
- assisting faculty with research,
- making scholarships available to members, and sponsoring faculty/administration recognition programs to name a few.

Probably most noticeable will be CKI's impact on the community as the members

- tutor children,
- teach them to read, promote environmental awareness,
- provide alternatives to fill children's after-school hours,
- organize clothing, food, and book drives for underprivileged children, conduct fund-raising campaigns for local charities, and
- plan a community anti-drug campaign.

Certainly, what our CKI club will do will depend upon the needs of our community and the interests of the CKI club's members. It will impact its members through their participation in service activities, as well as the training conferences and conventions available. In addition, the career development of members will be enhanced as they learn to organize and run meetings, plan activities, negotiate contracts, analyze problems, and outline solutions.

IV. The benefits of sponsorship far outweigh the costs involved with the program. I think CKI will be an exciting opportunity for our Kiwanis club to make a long-term, sustainable impact on the community and enjoy some new service partners.

## **BOARD APPROVAL**

Though the decision to sponsor a CKI club does not need to be a decision of the entire club, it is important to gauge the level of interest the club as a whole has in sponsoring a CKI program. If the club has a strong interest, the topic of sponsorship should become an agenda item at the next board of directors meeting. A decision of the board of directors is required before the club can commit to sponsorship.

## **CO-SPONSORSHIP**

If the club is hesitant to sponsor a CKI club on its own, it may want to consider the option of co-sponsorship with a second Kiwanis club. Co-sponsorship is a strong option for clubs that have limited resources.

## **APPOINTING A COMMITTEE ON CKI**

If the board of directors approves sponsorship of a CKI club, the next step is identifying a chairman for your club's Committee on CKI who can begin organizing the club building effort. When appointing a chairman for the CKI Committee it is very important that this individual understand the magnitude of the work involved, especially during the initial establishment of the club on a campus.

The chairman of the Kiwanis Club Committee on CKI will be most interested in knowing how much time is involved. The following attempts to highlight the time required on behalf of the Kiwanis club. This does not mean, however, that these are the expectations for one Kiwanian; rather, it is the minimum time the Kiwanis club as a whole should expect to spend on sponsorship. Kiwanis involvement in the following activities has proven to be the most effective means of ensuring successful CKI club operation.

- Building a CKI Club - Approximately 2 hours per week until the club is established.
- Attendance at CKI Club Meetings - Approximately 1 hour per week.
- Attendance at CKI Board Meetings - Approximately 2 hours per month.
- Participation in CKI Programs - Approximately 1 hour per week.
- Participation in CKI District Training Program - 1 weekend per year.
- Participation in CKI District Convention - 1 weekend per year.
- Participation in CKI International Convention - 1 weekend per year.
- Training New Club Officers - 1 day per year.

The chairman of the Kiwanis Club Committee on CKI will be the primary liaison between the CKI club and the Kiwanis club. This individual should be available to advise the club and assist the club with trouble shooting. The Advisors Manual on the online New Club Building Kit will be very helpful in outlining the responsibilities of both the Kiwanis Advisor and faculty Advisor.

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# CKI SPONSORSHIP: A MOST IMPORTANT SERVICE PROJECT

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## **CIRCLE K INTERNATIONAL MEANS:**

Over 12,000 college students on more than 500 campuses in 17 nations performing approximately 375,000+ hours of community service for their campuses and communities annually.

## **KIWANIS SPONSORSHIP OF CKI MEANS:**

- Larger, more pervasive, collaborative projects
- Involvement with local college or university needs
- New market for membership. Heightened community profile
- Increased career, leadership, and professional development opportunities for college students
- Educating college students about community issues and enabling them to identify solutions
- Increased community outreach and impact
- Increased involvement and investment on the part of college students with the community

## **CKI IN THE COMMUNITY MEANS:**

- Community clean up programs
- Tutors for children
- After school programs for children
- Clothing, food and book drives
- Anti-drug campaigns
- A craft day for children in a shelter
- Toiletries for the home for battered women

## **CKI ON CAMPUS MEANS:**

- Campus recycling programs
- Improved school facilities
- Furthering faculty research
- Scholarship money for students
- Faculty recognition programs
- Educational programs to heighten awareness about campus and community programs
- Student investment and involvement in the community
- Student learning through service
- Fellowship
- Student leadership, career, and personal development
- Increased exposure to international issues

**KIWANIS CAN FOCUS ON THE FUTURE: CKI**

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## SECURING SUPPORT FROM THE COLLEGE OR UNIVERSITY ADMINISTRATION

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Once the Kiwanis club has committed itself to building a CKI club, it must identify a college or university campus at which to build the CKI club. When identifying a college or university for the CKI club, the Kiwanis club should rate the following for each school being considered:

1. Does the college or university have a service learning program in place? ☐ Yes ☐ No  
If no, does the college or university have any plans to integrate a community service program into the structure of the college? ☐ Yes ☐ No
2. How many student organizations exist on the campus? \_\_\_\_
3. Do any of these student organizations have community service as a focus? ☐ Yes ☐ No
4. Has building a CKI club ever been attempted on this campus in the past? ☐ Yes ☐ No  
If yes, what was the outcome of that effort?
5. Rate the overall potential for successfully building a CKI club. Very Weak 1 2 3 4 5 6 7 8 9 10 Very Strong

A Kiwanis club should focus its CKI club building efforts on the college or university campus at which there is the greatest potential for success. Once a college or university has been identified, the Kiwanis club should outline its plan to approach the college or university administration about building a CKI club.

### STEPS INVOLVED IN SECURING SUPPORT FROM THE COLLEGE OR UNIVERSITY

1. Begin by contacting the Office of Student Affairs or the Student Activities Office and ask with whom you should speak about establishing a new student organization on campus. These offices most typically manage the organization of new clubs on campus. In addition, these offices often offer training to assist students in managing their club activities. Set-up a meeting with that individual and be prepared to respond to their questions. Provide to them a copy of the "CKI Information Sheet for College/University Administrators" included in this manual. Use the script in this section to evaluate the type of support the college provides to its organizations and to explain the benefits of organizing a CKI club on campus.
2. Mail or e-mail a follow up letter to introduce the school administrator to CKI and to indicate that you look forward to your scheduled meeting. A sample letter is included in this section.
3. Prepare for the meeting by referring to the information in this section of the manual. A script is provided to guide the Kiwanis club in explaining CKI to the school administration and when asking questions to solicit the school's support. Also included in this manual is a handout that should be given to the school administration as an overview of the CKI program and the expectations of the faculty advisor.
4. Meet with the appropriate administrator and use the script in this manual to facilitate this meeting. At the end of the meeting, ask what the procedures are to establish a new club on campus.
5. Once the college or university agrees that a club can be organized, ask what the procedures are to establish a club.

### COMMUNICATING WITH THE COLLEGE OR UNIVERSITY TO INITIATE THE CLUB BUILDING PROCESS

When attempting to establish a CKI club on a local college or university campus, it is imperative that the Kiwanis club communicate effectively with the school administration. The college or university must be made aware of the benefits

a CKI club will provide to their campus and students, as well as the resources that will be provided to the CKI club by the local Kiwanis club, the district, and the International Office.

To market CKI to the college or university you must describe to the administration the ways CKI will benefit the campus and community. Colleges and universities have limited financial and personnel resources to establish clubs; therefore, Kiwanis' role with the CKI club will be important to highlight.

Outlined below is Circle K International's Mission Statement and the objects of CKI that a college or university will be most interested in supporting and that the Kiwanis club should focus on when speaking to the school administration about club establishment.

### **The Mission of Circle K International...**

Developing college and university students into a global network of responsible citizens and leaders with a lifelong commitment to service.

The objects of this organization shall be:

To emphasize the advantages of the democratic way of life;

To provide the opportunity for leadership training in service;

To serve on the campus and in the community;

To cooperate with the administrative officers of the educational institutions of which the clubs are a part;

To encourage participation in group activities;

To promote good fellowship and high scholarship;

To develop aggressive citizenship and the spirit of service for improvement of all human relationships;

To afford useful training in the social graces and personality development; and

To encourage and promote the following **ideals**:

- To give primacy to the human and spiritual rather than to the material values of life;
- To encourage the daily living of the Golden Rule in all human relationships;
- To promote the adoption and the application of high social, business and professional standards;
- To develop, by precept and example, a more intelligent, aggressive, and serviceable citizenship;
- To provide through Circle K clubs a practical means to form enduring friendships, to render altruistic service, and to build better communities; and
- To cooperate in creating and maintaining that sound public opinion and high idealism, which make possible the increase of righteousness, justice, patriotism and goodwill.

### **SCRIPT FOR PRESENTING INFORMATION ABOUT CKI TO COLLEGE OR UNIVERSITY ADMINISTRATION**

Outlined here are a variety of questions you should ask the college or university administration when inquiring about building a CKI club. Also included is information you can provide to the college or university administrator to describe CKI in greater detail.

1. Are you at all familiar with the CKI program? (It is likely that they don't have an in-depth understanding of the organization. Listed below is information you can present to the administrator to describe CKI.)

It's a collegiate international service organization for students interested in providing community service while also taking part in fellowship activities and developing their leadership potential.

It is international in scope and exists on more than 500 campuses worldwide.

There is an international membership of more than 12,600 students at public and private colleges, community colleges, and technical colleges.

There is an international headquarters located in Indianapolis, Indiana, which plans international meetings, trains district (regional) and international leadership, and writes leadership development and service programming literature. There are three levels of the organization—the club, the district, (which may be either a state or combination of states, provinces or countries) and the international level. The organization is student-run at all levels.



CKI is sponsored by Kiwanis International, a service organization for professional women and men. Each CKI club is sponsored by a local Kiwanis club. The sponsoring Kiwanis club will be \_\_\_\_ and \_\_\_\_ is the Kiwanis club's president. The sponsoring Kiwanis club often supports the club financially so members and advisors may attend conferences and sponsor speakers and other programs. Because of the CKI club's interaction with Kiwanis, CKI involves members of the community with campus life. A Kiwanis advisor co-advises the club with a faculty advisor from the college.

CKI offers excellent leadership development opportunities for the students at your college. They will have the opportunity to attend annual conferences and conventions at which skills development is a focus.

The greatest benefit will be that which the campus and community receive as service hours.

The organization does have an established Bylaws and Policy Code which thoroughly outlines the policies of the International organization. Each club is required to submit a set of club bylaws upon chartering. Because each college and university has unique stipulations regarding such documents, it is important that the administration outline the parameters, which must be included in the club's bylaws.

Members pay a club fee (see Web site for amount) to international, \$\_\_\_\_ to district and then whatever dues, if any, the club requires the members to pay.

2. To organize a CKI club there are a few things that the organization needs from the college or university.

The organization asks for your support in getting the club started.

We ask that you help us identify potential faculty advisors. The club will need someone interested in the student's development as well as community service. The faculty advisor can help us target a core group of students.

The faculty advisor should attend as many meetings and activities of the club as he or she can.

The faculty advisor will be responsible for co-advising the club with the Kiwanis advisor. The job requires a time commitment so we are looking for someone willing to give 1-3 hours per week, depending on the week, to work with club leadership and the club itself.

The advisor, too, will be invited to participate in training programs and conferences.

We also will sit down with the advisor to orient him or her to the position and train him or her.

The college has no financial obligation to the club.

3. Does (College/University) have a type of service-learning program? (Service learning may include service requirements as a component of the curriculum, or a volunteer resource center, or structured service programming through student organizations.)

If yes, ask what types of service learning programs are sponsored on the campus. And ask how the CKI club can tap into these resources.

If no, ask if there are any plans to integrate a community service program into the structure of the college or curriculum. CKI can be a catalyst to start such a program because few resources are needed by the college.

4. How many student organizations are on campus?

5. How many of these organizations have service as a focus?

6. What are the procedures for starting an organization on this campus? Are there other individuals whom I should contact?

7. Can you direct me to some individuals on campus—students, staff and administration—who may be helpful in starting a CKI club? (If you already have generated some student interest, tell the administrator that there is a group of students already interested in organizing the club.)

8. What do you need from us next to complete the proper paperwork for the college or university?

9. Can you make any recommendations on how we can secure a faculty advisor?

Once you have met with the administration you should have a solid foundation to begin building the CKI club. Therefore, start locating a core group of students.

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## INTRODUCTORY LETTER TO COLLEGE OR UNIVERSITY ADMINISTRATION

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Date

Dear Name:

Thank you for taking time to meet with me on \_\_\_\_\_ (insert date and time)  
to discuss the establishment of a CKI club on your campus.

Established in 1955 as the collegiate, service affiliate of Kiwanis International, Circle K International's purpose is to involve college and university students in campus and community service while developing quality leaders and citizens. CKI inspires people to better our world. More than 12,600 college students worldwide have discovered that helping others is personally rewarding; they also have learned that their involvement in Circle K International enhances their cultural understanding and ability to respond to the changing needs of their campuses and communities.

What makes CKI unique from the other collegiate service programs available? CKI is a well-established network of college students and community leaders. It has an International Office located in Indianapolis, Indiana where a professional staff develops program materials on community service and student leadership, as well as coordinates an annual convention for the members of the organization. Because each CKI club is sponsored by a local Kiwanis club, few resources are required by the college to support a Circle K club. In addition, CKI involves members of the community with campus life activities.

Students' career development is an indirect benefit of CKI's affiliation with Kiwanis, as Circle K members interact with their professional counterparts. Circle K International is student-run at the club, district (regional) and international levels, and provides numerous leadership development opportunities through regional training conferences and inter-CKI club service projects.

I look forward to meeting with you to discuss how your campus can tap into this established community service network.

Sincerely,

Name Title

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# CKI INFORMATION SHEET FOR COLLEGE/UNIVERSITY ADMINISTRATORS

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(Photocopy this sheet and give it to the administration and faculty advisor at the college or university at which you would like to build a CKI club.)

NAME OF SPONSORING KIWANIS

CLUB: \_\_\_\_\_

NAME OF CONTACT PERSON: \_\_\_\_\_ PHONE: \_\_\_\_\_

Established in 1955 as a collegiate, service affiliate of Kiwanis International, Circle K International's purpose is to involve college and university students in campus and community service while developing quality leaders and citizens. CKI inspires people to better our world. More than 12,600 college students worldwide have discovered that helping others is personally rewarding; they also have learned that their involvement in Circle K International enhances their cultural understanding and ability to respond to the changing needs of their campuses and communities.

## **BENEFITS OF ESTABLISHING A CKI CLUB ON CAMPUS**

What makes CKI unique from the other collegiate service programs? CKI is a well-established network of college students and community leaders. It has an International Headquarters located in Indianapolis, Indiana where a professional staff develops program materials on community service and student leadership, as well as coordinates an annual meeting of the members of the organization. Because each CKI club is sponsored by a local Kiwanis club, few resources are required by the college or university to support a CKI club. In addition, CKI involves members of the community with campus life activities. Students' career development is an indirect benefit of CKI's affiliation with Kiwanis, as CKI members interact with their professional counterparts. Circle K International is student-run at the club, district (regional) and international levels, and provides numerous leadership development opportunities through regional training conferences and inter-CKI club service projects. By establishing a CKI club on your campus, your college or university can tap into an active community service network.

## **RESPONSIBILITIES OF THE COLLEGE OR UNIVERSITY TO THE CKI CLUB**

Although there will be a local Kiwanis club which sponsors your CKI club, there is one resource the college or university should provide to the CKI club—a faculty advisor.

The faculty advisor will share a unique co-advising relationship with the Kiwanis advisor. Because the faculty advisor will be accustomed to working with college students, he or she may have a clearer understanding of how to best advise student leaders while preserving their autonomy. The faculty advisor will be the CKI club's immediate resource on campus and he or she can share the college or university perspective on programs. The Kiwanis advisor, on the other hand, can share service program ideas, educate the students about the structure of the organization, and direct students to community resources. The faculty advisor and Kiwanis advisor should share the advising responsibilities and delineate reasonable expectations of each individual's involvement with the club.

## DUTIES OF THE FACULTY ADVISOR

The position of CKI club faculty advisor is both rewarding and challenging. Candidates for the position should be familiar with the following duties. **A faculty advisor should:**

- Make certain that all CKI club projects and fundraising activities are in accordance with college/university policies.
- Make certain that CKI club bylaws conform to college/university policies that govern student organizations.
- Make certain the CKI club officers and club members maintain grade averages, which conform to college regulations for holding office and maintaining active membership.
- Assist the CKI club in obtaining meeting room space for regularly scheduled club and board meetings.
- Work with the CKI club in communicating with all college/university departments, faculty and administration.
- Assist in obtaining proper and adequate publicity for the CKI club in college publications.
- Help recruit potential club members through contacts with other faculty members and students.
- Keep the club leadership informed of all college activities and events, which will be helpful in planning the program of the CKI club.
- Work with advisors of other campus organizations in forming possible joint service projects.
- Ensure that the CKI club's financial records conform to college regulations for student organizations.
- Seek out ideas and suggestions for CKI club service projects from the faculty, administration and other groups.
- The faculty advisor can help the CKI club connect with the campus. The faculty advisor's familiarity with college/university personnel, policies and procedures will enable the CKI club to utilize its resources effectively.

## SUPPORT THE FACULTY ADVISOR WILL RECEIVE

The International Office develops leadership, laws and regulations, public relations, service programming, and club administration materials. The faculty advisor has access to all resources available to the CKI club.

Faculty advisors, CKI members, and Kiwanis advisors are invited to attend district and international leadership training conferences and conventions. These events will expose the faculty advisor to the structure of the organization and provide ongoing training to the faculty advisor. The faculty advisor will have the opportunity to network with other college and university professionals and engage in problem solving and idea sharing.

Circle K International also offers programs to recognize the outstanding contributions of faculty advisors. Each district also offers services to the club of which faculty advisors can take advantage.

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## SECURING A FACULTY ADVISOR

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The faculty advisor can help the CKI club connect with the campus. The faculty advisor's familiarity with college/university personnel, policies and procedures will enable the CKI club to utilize its resources effectively.

To identify potential faculty advisors, ask the college or university administration for assistance in finding a faculty or administrator who might be interested in assisting with this community service program.

You also should ask members of your Kiwanis club and any student contacts if they have suggestions for potential faculty advisors. Once potential faculty advisors have been identified, forward a letter such as the one included in this section asking if they would be interested in this advising opportunity. It describes the benefits of establishing a CKI club, the responsibilities of the college or university to the club, duties of the faculty advisor, and the support the faculty advisor will receive from the sponsoring Kiwanis club and CKI.

After mailing the letters, follow up by phone and perhaps in person. Before contacting each potential faculty advisor, review the included handout so you may provide clarification on the duties of the faculty advisor and support this individual will receive from the Kiwanis club, the Circle K International Office and the district. Discuss the following with each potential faculty advisor:

- CKI's ideals and objects
- The unique advising relationship between the Kiwanis advisor and faculty advisor
- The commitment and responsibilities of the position
- The opportunities they may experience

### **STRATEGIES THE SPONSORING KIWANIS CLUB CAN USE TO SUPPORT THE FACULTY ADVISOR**

The Kiwanis advisor and faculty advisor have the opportunity to develop a unique advising relationship. Because collegiate faculty advisors are not typically compensated, it is important that the Kiwanis club identify other means in which to support this individual to ensure their ongoing support of the sponsored CKI club. The sponsoring Kiwanis club should consider supporting the faculty advisor in the following ways:

- Make the faculty advisor an honorary member of the Kiwanis club.
- Ask the faculty advisor to join the Kiwanis club as an active member and waive his or her dues payment.
- Host, annually, a faculty appreciation meeting and present the faculty advisor with a small token of appreciation.
- Provide time during Kiwanis club meetings to allow the faculty advisor to report on the CKI club's activities.
- Send a letter to the college president, commending the faculty advisor's efforts.
- Buy a "thank you" ad in the school newspaper to thank the faculty advisor for his or her support.
- Support, financially, the faculty advisor's attendance at district and international conferences and conventions.

Once a faculty advisor has been identified, the faculty advisor should meet with the Kiwanis club's Committee on CKI or SLPs to outline its club building strategy.

## INTRODUCTORY LETTER TO PROSPECTIVE FACULTY ADVISORS

Date

Dear Name:

Your name was given to me by \_\_\_\_\_(insert name) as an individual who might be interested in working with our Kiwanis club to establish and advise a new student organization committed to community service.

Established in 1955 as a collegiate, service affiliate of Kiwanis International, CKI's purpose is to involve college and university students in campus and community service while developing quality leaders and citizens. CKI inspires people to better our world. More than 12,600 college students worldwide have discovered that helping others is personally rewarding; they also have learned that their involvement in Circle K International enhances their cultural understanding and ability to respond to the changing needs of their campuses and communities.

CKI is a well-established network of college students and community leaders. It has an International Office located in Indianapolis, Indiana where a professional staff develops program materials on community service and student leadership, as well as coordinates an annual convention for the members of the organization. Because each CKI club is sponsored by a local Kiwanis club, few resources are required by the college to support a CKI club. Circle K International is student- run at the club, district (regional) and international levels, and provides numerous leadership development opportunities through regional training conferences and inter-CKI club service projects.

I would like to meet with you sometime soon to discuss the prospect of working together to establish this community service network on campus. I will contact you within the week to answer any questions you might have. If you would like to contact me in the meantime, please phone me at \_\_\_\_\_(insert telephone number).

Sincerely,

Name Title





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# RECRUITING MEMBERS

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The next step in the new club building process is to inspire students to join CKI. To charter a CKI club, the club must have a minimum of 10 or 15 members (depending on school type and size). Recruitment of members is likely to be the most time-consuming component of the new club building process. Patience and creativity is necessary to be successful in recruiting members. This section outlines strategies that may be used to recruit members and begin involving those members.

So where do you begin recruitment efforts when you are first starting? Already, there are a few resources available—the faculty advisor, the administration, Kiwanis members who may have some student contacts, and recruitment tools included in this manual. The International Office maintains a supply of all resources available. These tools are also available on our web site at [www.circlek.org](http://www.circlek.org).

## RECRUITMENT RESOURCES

Circle K International has developed a number of items that will help you promote CKI to the prospective member. This section describes these recruitment tools.

### THE PROSPECT PROMPTER

Included in this manual is the Prospect Prompter. It is designed to prompt one's thinking about individuals who might be interested in joining CKI. This tool will be most effective when the club has a core group of at least three interested individuals. The Prospect Prompters should be used to generate an invitation list of potential members to participate in forming club programs. Completed Prospect Prompters should be printed. One copy should be maintained by the individual organizing membership recruitment efforts. The second copy should be returned to the individual who completed the form. The Prospect Prompters should be used to contact individuals to personally invite them to events or follow-up with individuals after the chartering club has formally invited them to events.

### RECRUITMENT POSTER

Circle K International has available recruitment posters. The posters can be distributed throughout academic buildings, dining halls, residence halls, and recreation facilities. Be sure to follow university posting policies.

### MEMBER RECRUITMENT BROCHURE

Member Recruitment Brochures can be requested free of charge. This is the primary recruitment piece available from Circle K International. This brochure is designed for chartering clubs to use during initial contacts with potential members as a brief introduction to CKI and the benefits of membership. On the back of the brochure, you should complete the appropriate information such as the meeting date and time, and a contact person.

## AN INVITATION TO JOIN CKI

Clubs should create a special invitation for potential members to participate in activities. Utilize the names that were specified on the Prospect Prompter to generate a mailing list. Then mail invitations at least two weeks prior to your chartering club's scheduled event.

## RECRUITMENT STRATEGIES

You should use a combination of different recruitment strategies to generate new members. Many programs presented in this section outline organizational details to ensure success with the program.

### PLANNING A SPECIAL GUEST DAY

The Special Guest Day is a proven format to recruit membership. Essentially a list of prospects is generated using the Prospect Prompter and the chartering club invites them to a special program. The program should be designed with the interest of potential members in mind while also educating potential members about the offerings of CKI membership.

Some program recommendations for a Special Guest Day are described below. Select one of the following topics for the program or brainstorm your own topic ideas.

- Invite a speaker to present a program on "How Involvement in Student Organizations Enhances Employability After Graduation." Contact the student activities office or career services center on your campus for speaker recommendations.
- Contact the CKI lieutenant governor to invite him or her to present a program on how CKI membership has helped him or her.
- Invite a speaker from one of the local social service agencies or charities with which your club hopes to work with to discuss the impact a CKI

club can have on the community or on their area of need.

- Sponsor a motivational speaker to motivate potential members to become involved with community service.

The speaker you secure should be dynamic and have a strong understanding of the mission of the organization and the audience to whom they will be presenting.

Other items on the agenda should include:

- The Types of Projects the Forming Club Plans to Do—include service, leadership, and fellowship
- Circle K is an international organization—describe size and countries of membership
- What potential members will gain through membership in CKI.
- Upcoming Programs
- How Potential Members Can Join the Chartering Club - Don't forget to ask the potential members to join!
- Questions - Allow potential members to ask questions.

**FACULTY, ADMINISTRATION, KIWANIS CONTACTS** Ask the faculty advisor and administration with whom you have been working with and members of your Kiwanis club to develop a list of students they know who might be interested in joining CKI.

Another means by which the chartering club can build its image on campus and identify potential members is to involve the faculty in recruitment efforts. In this section you will find a sample letter the Kiwanis club can send to faculty asking them to do some public relations for the newly-chartering CKI club. The letter should highlight information about the chartering club and how this type of club will benefit the students in their classes.

Once you have a list of prospects compiled, you should invite them to a gathering of friends interested in making a difference in the world. Explain in this invitation that those invited can become part of a new service movement on campus. The sample invitation included in this manual can be used. Invitations should be mailed at least two weeks prior to the event.

## **WORK WITH AN ESTABLISHED CAMPUS ORGANIZATION**

Each year, many college and university campuses lose a number of student groups, due to lack of interest, a change in leadership, membership that has graduated, or for any number of other reasons. One strategy that has worked very effectively for other student organizations is to identify a student organization that may be interested in teaming together with a forming CKI club to become a larger more pervasive group.

With this approach, there probably already is a membership base with which the chartering CKI club can begin with. Certainly, the organization that the chartering CKI club attempts to absorb must believe in the ideals of CKI and be willing to focus its attention on community service.

To begin this process, you may want to identify the other organizations on campus that focus on community service or specific community issues. For example, on some campuses there is a group of students that focus their efforts on improving literacy. This group is probably as interested in expanding its membership as the Kiwanis club is interested in establishing a CKI club. Because the group already focuses on a community concern and they have already established themselves on campus and in the community, they may be a group to first approach. In addition to organizations that focus on literacy, you may also find organizations that address child development, health and safety, hunger and homelessness, alcohol and drug awareness, education, crime and victim assistance, gerontology, the physically and emotionally disabled, and the environment. These groups may be very interested in teaming up to build a strong service coalition on campus and tap into the resources and benefits available through membership in CKI.

## DISPLAY BOOTHS

Display booths during organization fairs and in other highly visible locations on campus can be very effective in heightening awareness of CKI's activities on campus and in the community. The purpose of a display booth is to inform students, pique their curiosity about CKI, and ask them to participate in an upcoming activity.

Most campuses sponsor a student organizations carnival or fair early in the semester. These carnivals may have 25 to 100 organizations displaying exhibits to recruit new members, depending on the size of your campus; therefore, it is important that you make your booth stand out from the rest. Student organization carnivals aren't the only time you can set up a display, however. Throughout the year, the chartering club can secure space for a display to promote upcoming events, showcase accomplishments, collect items for a service project, etc. The following tips will help you make the forming CKI club's display table more inviting and stand out from the other displays.

1. Have students talk to their friends to encourage them to attend the organization carnival. The event will be more exciting if there are many students wandering around.

2. Make your display something special. In all that you do to prepare for the organizations carnival or any promotional display throughout the year make sure that your exhibit is exciting, different, colorful, and entertaining. Your display should "buzz" with energy. Get a colorful tablecloth. Throw down some glitter on it. Buy candy and candy bars and scatter them all over the table; don't just put them in a bowl. Make a balloon arch over your display. It is a good idea to get the participants who pass by active in your display. Perhaps ask them to sign their name on the sign-up sheet and then draw for a prize. Prizes can be small and inexpensive. Perhaps have a ping pong toss or other game. You may want to create a theme and develop your display incorporating this theme. Use your imagination to generate ideas to make your display table the most exciting one around. Also, have a service project sign-in sheet so that interested students can commit to at least one of your events. Work with your sponsoring Kiwanis club for the right type of service project.

3. Stand, don't sit, at your display table. You want to appear interested, motivated and excited to all who walk past your booth. A secret from sales people who work trade and exhibit shows is to push your display against the wall and stand in front of it. The people who walk by will perceive you as approachable and may feel more comfortable asking questions. Have them sign their name on the sign-up sheet.

4. Smile. Nothing is more attractive than a big smile. Remember, enthusiasm is contagious. If you are excited to be there others will be too.

5. Give something away. Give away a free treat to participants who stop by your table. It should have a phone number or e-mail to contact for more information. You don't need to spend a lot of money - it can be as much as buying candy and attaching a small strip of paper on it that says, "Join CKI as we change the world. Call 555-1234." Think of catchy slogans and giveaways that you could use for your display. Also distribute a flyer or brochure with information about upcoming activities and meetings.

6. Take risks and be creative. Doing something unusual can be a little scary at first, but when your club takes risks and builds new traditions, new energy for the club develops.

\_\_\_\_\_ Utilize the following checklist to ensure you are prepared for your display.

\_\_\_\_\_ Print flyers and sign-up sheets to distribute at the display.

\_\_\_\_\_ Create a schedule of individuals to operate the display table. Share with them the tips presented in this section.

\_\_\_\_\_ Gather appropriate materials for the display—candy, handouts, decorations, photographs, videos.

\_\_\_\_\_ All individuals working at the display table should know a lot about CKI. They should be aware of its mission, its history, and the benefits of membership.

\_\_\_\_\_ Make arrangements for audio-visual needs.

\_\_\_\_\_ Plan follow-ups to contact the individuals, who signed-up to learn more about CKI. Contact them by phone or e-mail to invite them to an upcoming event.

## **KEY CLUB RECRUITMENT**

Contact the Admissions Office at the college or university and ask them if they can identify students who were past Key Clubbers. Because Key Clubbers have a strong understanding of the Kiwanis family and have been involved with community service in the past, they are a natural group of students to recruit into CKI. In addition to contacting the Admissions Office, you also should contact the local high school and ask if they know of any former Key Club members who now attend the college or university at which you are building a CKI club.

Similar to the process mentioned above for the Special Guest Day program, contact former Key Clubbers and invite them to participate in a gathering of friends interested in making a difference in the world. Explain in this invitation that those invited can become part of a new service movement on campus.

## **CO-SPONSOR EVENTS WITH OTHER STUDENT GROUPS**

Event co-sponsorship is another strategy that can be used to recruit new members. As the chartering club plans service projects and educational programs, it should recruit other organizations to team-up and co-sponsor events. Co-sponsorship is an excellent means of introducing other students to the values of CKI membership, expanding your service potential, learning about other organization's operation, and increasing student interaction with the forming club. Through your involvement with other student organizations, you may spark the interest of members in other student groups to become involved with CKI. As you begin working with other student organizations to co-sponsor an event, give each member an overview of what CKI is. The other student group should know something about the group with whom they will be working.

## **CAMPUS STUDY BREAK**

Sponsor a Campus Study Break in all of the residence halls one evening during your recruitment drive. In each residence hall your chartering club could designate a time for the Study Break and invite everyone in the residence hall to take a break for some popcorn. Attach to bags of popcorn a note about CKI, the official sponsor of their study break. You could set up your table using the recommendations mentioned previously about display tables so when students come to get their free popcorn they learn something about CKI as well.

This manual mentions only a few of the numerous ways your club can recruit new members. Spend time

brainstorming the winning strategies for membership recruitment on your campus. Look at what other organizations do to recruit members. Remember the target audience as you decide which strategies to utilize during your recruitment drive. Contact your student activities office to learn about the resources available to student groups for the purpose of membership recruitment.

## **FOLLOW UP**

Follow up is the most critical element of the recruitment process. It is not just enough to get individuals to participate in an event, the advisors and core group of student members must follow up with participants to secure their involvement in future activities. The day following an event, whether it be that a student signed up at your display booth or the student attended Special Guest Day, it is important to follow up with a note, thanking the individual for their participation and interest. This note also should mention future activities the chartering club is planning.

Not only is it important to follow up with prospective members in writing, it also is important to follow up by phone. The personal interaction and conversation is often the catch someone needs to decide that they are truly interested in affiliating with an individual or group. It is the personal contact that proves to be most effective in recruiting members. Memorable conversations, feeling that someone is really interested in the prospective member, and identifying how that individual will benefit and contribute through membership in CKI is critical to recruiting that individual into membership.

During initial follow up, you must be certain not to overwhelm the prospective member by asking that individual to take on some major responsibilities. Members like to ease into activities and get a feel for the personality of the group.

## **ORIENTING PROSPECTIVE MEMBERS TO CIRCLE K AND INSPIRING THEIR COMMITMENT**

Following recruitment activities, the chartering club must continue planning activities that prospective members can participate in at least once per week. Perhaps this is a weekly meeting of the forming club, a service project, a social outing, or a planning meeting to set goals.

One way of ensuring that your chartering club recruits quality members, committed to the objects of the organization, is to establish a four-week orientation program. Each potential member should participate in this orientation. An orientation program will introduce potential members to the organization and its offerings, various facets of club activity—meetings, club meetings, membership development seminars, leadership training, fellowship activities, service projects, and the expectations of membership.

Before members should be asked to make a commitment to the organization, they must have a complete appreciation and understanding of what their involvement means to them and means to the club. It is possible that after completing the orientation program a potential member may decide not to join. This actually is a benefit of the orientation program. If a club does not meet a potential member's needs, he or she will not be satisfied once he or she is inducted. It's better to bring in educated members who know that the club meets their personal needs. These members will be better able to commit to the club and its mission, thus becoming satisfied, active members.

This chapter outlines an agenda for a four-week orientation program your club should use to introduce prospective members to CKI and inspire their involvement. The program integrates service activities with social activities and educational programs. Each week the chartering club should sponsor CKI 101 sessions. Agendas for each week's sessions are presented in this chapter.

All potential members should participate in all components of the orientation program. If there are individuals who are unable to attend an event, the chartering club should arrange an alternative activity for this individual.

### **Week 1**

During Week 1, plan the following three programs for new member orientation.

## **A SOCIAL PROGRAM**

During Week 1, your chartering club should demonstrate its excitement and commitment to the individuals interested in becoming CKI members by sponsoring a social activity in their honor. Perhaps sponsor a pizza night, bowling night, sledding event, murder mystery event, casino night, or any other ideas, to welcome these individuals to CKI. The sponsoring Kiwanis club should be the host for this social event. A social event is an energetic and casual introduction to CKI.

### **CKI 101 - Introduction to CKI**

Utilize the following agenda to present this educational program to potential new members.

- I. Overview of the Orientation Program
  - A. Discuss the purpose of the orientation program.
  - B. Discuss the schedule of orientation events.
  - C. Discuss potential member's participation in these events.
- II. Overview of the Year
  - A. Highlight opportunities for involvement—projects, conferences, etc.
- III. Benefits of Membership
  - A. Discuss the benefits of membership as outlined on the handout in this section.

## **SERVICE PROJECT**

Plan a service project to immediately get the potential members experiencing the spirit of your forming club's service. The service project should be non-threatening and you should allow the potential members the choice of how they want to become involved with the service project.

Be certain to orient all potential members to the service project. Who will they be working with? What exactly will they be doing? What impact will they make?

### **Week 2**

## **CKI 101 - The Club's Operation**

- I. CKI's Relationship with Kiwanis
  - A. Discuss the connection between CKI and the sponsoring Kiwanis club.
  - B. Discuss the benefits of this relationship.
- II. Structure of the Club
  - A. Discuss what club offices will need to be filled and the duties of each.

### III. Faculty Advisor

- A. Discuss your faculty advisor's relationship to the club.

Participate in a Service Project

### Week 3

#### CKI 101 - The Circle K International Structure

##### I. Levels of Circle K International

- A. Discuss the difference between the club, district, and international levels of the organization. (Refer to the President's Workbook for information on this topic.)
- B. Discuss who manages the organization at these levels—students.
- C. Discuss the role of the Lieutenant Governor. (Refer to the President's Workbook for information on this topic.)
- D. Discuss opportunities at each level.
  1. Leadership Training Conferences
  2. District Conventions
  3. International Conventions
  4. Divisional Rallies
  5. Interclubs

##### II. Key Club International (Refer to the President's Workbook for information on this topic.)

- A. Discuss Key Club.

##### III. Builders Club (Refer to the President's Workbook for information on this topic.)

- A. Discuss Builders Club.

Participate in an Interclub

Coordinate an interclub in which four prospective members attend the meeting of another CKI club. This interclub may take place at the other club's meeting, social activity, or service project. You may want to plan a joint service project with another CKI club. If you are unable to plan an interclub with a CKI club, participate in an interclub with the sponsoring Kiwanis club.

Participate in a Joint Service Project

Either with another CKI club, a fellow SLP club, or your sponsoring Kiwanis club, plan a joint service project.

### Week 4

#### CKI 101 - Membership Commitment

##### I. Discuss New Member Involvement with the Club

- A. Ask potential members how they want to become involved with the club.
  1. Are there certain projects they want to organize?
  2. Are there areas of service in which they would like to see the club become involved?
  3. What programs would they like to see the club present at a club meeting to promote their personal, leadership, and professional development?

##### II. Reinforce the Need for Active Participation

##### III. Expectations of Membership

- A. Discuss Purpose of Minimum Membership Requirements—They ensure that the individuals involved with the club are committed to the club's mission and willing to participate in activities to support that mission. They maximize the club's service potential. (Some areas for minimum membership requirements are outlined below.)
- B. Begin discussing what minimum membership requirements, in the areas noted below, your chartering club might establish once chartered
  1. Attendance Requirements
  2. Service Hour Requirements
  3. Committee Involvement
  4. Interclub Participation
  5. Attendance at Educational Seminars Sponsored by the Club
  6. Dues Payment (after first year)



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## LETTER TO FACULTY TO RECRUIT STUDENTS

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Date

Name, Title Campus Mailbox

Dear Faculty Member:

On behalf of the Kiwanis Club of \_\_\_\_\_ (insert Kiwanis club name), I am excited to share with you an opportunity for your students to apply what they learn in the classroom to solve issues facing the community. The purpose of Circle K International is to involve college and university students in campus and community service while developing quality leaders and citizens. CKI inspires people to better our world.

We are looking for energetic students who can apply skills in project management, marketing, public relations, and social services to improve our campus and community environment. CKI is the collegiate affiliate of Kiwanis International, a community service organization for professional men and women. Because of our connection to a local Kiwanis club, members of CKI have a unique opportunity to network with professional counterparts.

Not only would we appreciate your assistance in identifying potential members, but we also would like to offer our service to you. If you need assistance with research, testing, field projects, recycling pick-up, ushers, tour guides, orientation assistance or anything else, please contact me at \_\_\_\_\_ (phone number) to arrange a time when we may discuss this forming CKI club's involvement in your project. In addition, please feel free to give my name and number to any of your students who might be interested in this opportunity for personal, professional, and leadership development through service to our community.

Thank you for all you do for the college/university. Your dedication is appreciated. Good luck with the remainder of the semester.

Yours in service,

Name, Title

# NEW MEMBER PROSPECT PROMPTER

Complete this form by filling in the names and addresses of the individuals you know or with whom you are acquainted, who would make good CKI members. Use the indicated categories to jog your thinking.

Your Name:

## Roommates

- 1.
- 2.
- 3.

## Individuals in My Residence Hall/Apartment Complex

- 1.
- 2.
- 3.

## Individuals In Other Student Organizations To Which I Belong

- 1.
- 2.
- 3.

## Individuals With Whom I Work

- 1.
- 2.
- 3.

## Individuals In My Classes

- 1.
- 2.
- 3.

## Individuals On Campus From My High School/Hometown

- 1.
- 2.
- 3.

## Business Majors

- 1.
- 2.
- 3.

## Pre-Med/Science Majors

- 1.
- 2.
- 3.

## Education Majors

- 1.
- 2.
- 3.

## English/Journalism Majors

- 1.
- 2.
- 3.

## Engineering Majors

- 1.
- 2.
- 3.

## Fine Arts Majors

- 1.
- 2.
- 3.

## Liberal Arts Majors

- 1.
- 2.
- 3.

## Social Science Majors

- 1.
- 2.
- 3.

## Other Individuals Who May Be Interested

- 1.
- 2.
- 3.

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# WHAT DOES MEMBERSHIP IN CKI MEAN?

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## **BENEFITS OF MEMBERSHIP**

When you join CKI you become a member of an international service network, which not only provides service to others but also provides service to you. If an individual is interested in joining CKI he or she must understand completely, the value associated with active membership. The benefits of membership falls into three categories— personal development, leadership development, and professional development.

### **PERSONAL DEVELOPMENT**

1. CKI members gain insight into the issues affecting the local and global community. CKI members learn to solve problems facing communities as they become actively involved in changing their campus and communities for the better.
2. Friendship is a cornerstone of CKI's network. Because CKI exists more than 500 college and university campuses worldwide, members have the unique opportunity to become friends with collegians throughout the world. Participation in divisional, district, and international conferences and conventions provides members the special chance to learn of diverse perspectives, make new friends all over the world, share ideas and concerns, and travel.
3. Scholarships are available to support student's educational pursuits. Through the generous efforts of the Kiwanis International Foundation and Kiwanians within the districts of CKI, scholarships are available. Club presidents should check with districts to determine available scholarships.
4. CKI members receive access to CKI Magazine, a professional publication that features articles and information pertaining to student interests, career development, organizational programs, and CKI activities.
5. Also available to members of Circle K International are educational literature and membership materials. Upon joining Circle K International each member will receive a membership card and a member handbook that highlights information about the organization and the member's involvement with the organization.
6. CKI members have a unique opportunity to become friends with CKI's professional counterpart—Kiwanis. Our sponsoring Kiwanis club is available to lend a hand, train us, and provide guidance.

### **LEADERSHIP DEVELOPMENT**

1. Through the Circle K International structure, every CKI member has the unique opportunity to develop leadership skills by serving as an officer or committee chair. Whether it be serving as a club project chair, district officer or international officer, each member has the opportunity to discover and develop new talents and skills.
2. Ongoing leadership training is available to members at divisional, district, and international conferences and conventions.
3. Experienced student consultants from the district and international levels are available to assist club officers in managing club operations and identifying new ways to organize club activities.
4. The international office also publishes literature to assist club officers and committee chairpersons in managing their day to day activities. The literature available targets membership recruitment, public relations, membership development, and training.

### **PROFESSIONAL DEVELOPMENT**

1. Involvement in CKI will allow members to apply what they learn in the classroom to everyday situations. The skills that are developed and the opportunities experienced through involvement in CKI will increase a student's employability after college.
2. CKI's connection to Kiwanis promotes career networking between collegians and professionals. CKI members will have the opportunity to learn about their fields of interest from professionals. Their interaction with Kiwanians may lead to summer jobs, internships, and professional career positions.

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## ORGANIZING THE CLUB

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Once at least ten individuals are interested in organizing the club, the group may begin organizing and operating. This includes electing and training club officers, conducting weekly meetings, and planning service projects and membership development programs.

Included on the New Club Building website is the Standard Form for Club Bylaws. This governing document is designed for CKI clubs to specify their operation in accordance with the Circle K International Bylaws and Policy Code. It outlines requirements for club activity and membership activity, such as weekly meetings, timing of elections, the designation of minimum membership requirements, dues payment, club officer duties and election requirements, and committee information. Refer to this document when initially outlining the timing and procedure for electing club officers.

Once the chartering club is ready to elect officers, the members should be encouraged to consider the prospect of being a club leader. Though the chartering club may not have all the members needed to charter, it may have enough members to elect a board of officers. The board of officers will enable the forming club to set some goals and begin planning projects and programs. It is likely that a couple individuals have already emerged as club leaders—those students who have actively embraced and committed themselves to the building of the club.

The Officers Manual, included on the CKI website, provides an overview of all the club officer positions available.

This manual highlight the duties of each officer, outlines some tips to manage meetings, presents strategies to delegate and design a committee structure, and includes worksheets that will guide the officers in fulfilling their responsibilities. This manual should be distributed to the appropriate officers.

Each individual interested in running for a club officer position should be given an in depth overview of the position requirements for each position in which they are interested.

Once the officers are elected, the Kiwanis club should train the forming CKI club's officers to fulfill their responsibilities as club officers and as a board of officers.

## CLUB OFFICER TRAINING

The sponsoring Kiwanis club is responsible for training the CKI club's officers. The Kiwanis Advisor should establish a time for this training. If applicable, sponsoring Kiwanis clubs may also sponsor incoming CKI club officers to attend a district training conference instead of training CKI members themselves. The sponsoring Kiwanis club can find training materials on the Circle K International website. In these training materials, they will receive a script to present the training and sample presentations to update if needed. The information is all inclusive; the only other resources required for this training is the club officer manual noted above. Outlined below is the recommended training agenda that should be used by the sponsoring Kiwanis club to train CKI club officers.

## CKI CLUB OFFICER TRAINING AGENDA

### CLUB PRESIDENT TRAINING

#### 8:30 a.m. President Training

- A. Role of President
- B. Using the Club Officer Manuals
- C. Conducting Club Meetings and Board Meetings
- D. Goal Setting
- E. Committee Management

### CLUB OFFICER TRAINING

#### 9:30 a.m. Introduction

- A. Welcome
- B. Overview of agenda and training objectives

#### 9:40 a.m. Team Building

- A. Icebreakers and Get Acquainted Exercise

#### 10:05 a.m. Club Officer Service Agreements

#### 10:50 a.m. Break

#### 11:05 a.m. Understanding Circle K International and Kiwanis Club Structure

- A. Responsibilities of Sponsoring Kiwanis club to Circle K club
- B. The Faculty Advisor
- C. Circle K International Structure
  - 1. Club
  - 2. Division
  - 3. District
  - 4. International

#### 11:50 a.m. Resources Available to the Club

- A. District Leadership

#### B. Kiwanis Club

- C. Faculty Advisor
- D. Club Officer Workbooks
- E. Budget and Monthly Reports
- F. CKI Documents and Literature

#### 12:45 p.m. Lunch

#### 1:45 p.m. Goal Setting

- A. Club Analysis
- B. Outcome Thinking Process
- C. Goal Setting
- D. Prioritizing Goals

#### 3:15 p.m. Break

#### 3:30 p.m. President's Closing Remarks

#### 4:00 p.m. Adjournment

Upon completion of the club officer training program, the chartering club should be equipped with some goals. Based on the goals outlined, the chartering club should next specify a committee structure and assign individuals to organize those committees. When making such assignments it is important that consideration be given to the individual's interests, skills, and needs. Committee chairpersons must be provided with the resources that will help him or her accomplish the tasks assigned. If committee chairs are given an adequate amount of support, while being allowed the autonomy to accomplish their tasks the way they think is best, the club will see strong success. Follow up is a critical part of delegation. The president always must follow up to confirm progress and provide additional direction if necessary.

Though the chartering club is still recruiting members, the committees and club officers may begin fulfilling their duties. As individuals are brought into the forming club, they should be given a role by involving them in a committee that matches their interests, skills, and needs.

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## COMPLETING THE CHARTERING PROCESS

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To complete the chartering process, ensure that the following list of activities has been completed.

### Check Upon Completion

- ☐ 1. At least 10 or 15 members (depending on school size) have been recruited and paid district and international dues.
- ☐ 2. A check for \$600 is written to Circle K International for the payment of the chartering fee, which includes the charter members' dues for the district and the international club fee for one year.
- ☐ 3. The following is to be completed on the Petition to Charter:
  - ☐ a. Kiwanis verification must be certified by the Kiwanis club president, Kiwanis club secretary and Kiwanis advisor in the appropriate space on the petition.
  - ☐ b. CKI club verification must be certified by the CKI club president and CKI club secretary in the appropriate space on the petition.
  - ☐ c. College/University Verification must be certified through the signature of an authorized school official and the faculty advisor in the appropriate space on the petition. This authorized school official can be a staff member in Student Activities or in Student Affairs.
  - ☐ d. Permanent school mailing address. This address must be a campus address.
  - ☐ e. Complete mailing address information for the sponsoring Kiwanis club, the faculty advisor, the Kiwanis advisor, the CKI club president, and the CKI club secretary.
  - ☐ f. Complete form with names of the charter members, their signature, and their expected date of graduation.
- ☐ 4. The Standard Form for Club Bylaws is completed.

**Once each item above is checked off, the club is ready to mail all items to Circle K International.**

**Mail all of the above items to:**

Circle K International  
3636 Woodview Trace  
Indianapolis, IN 46268-3196

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## A VARIETY OF CHARTER NIGHT ACTIVITIES

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The final component of the new club building process is the Kiwanis club's formal presentation of the CKI club's charter. The charter presentation is an opportunity to give public recognition to a new club and impress upon the members the purpose and ideals of CKI and their responsibilities to the organization. It also is an opportunity to install the officers and secure their pledge to carry out their duties. Not only should the charter presentation be an opportunity to enlist commitment from the CKI club members and club officers, it also should be a time when the sponsoring Kiwanis club makes a formal commitment to the CKI club by outlining how it will continue to support the CKI club's activities.

Organizing the charter night is the responsibility of the sponsoring Kiwanis club. As soon as the paperwork needed for chartering is complete and mailed to the CKI International Office, the sponsoring Kiwanis club may begin planning its charter presentation activities. Allow approximately six weeks from the time the petition for charter was sent to the international office to the day the charter presentation is scheduled. Planning for the charter presentation should begin well in advance to secure facilities, speakers, guests, meals, CKI supplies, and publicity. Early preparations will ensure strong attendance.

Though the charter has not been formally presented to the CKI club, the club should continue organizing its activities as it has in the past and as it will in the future.

At least three weeks prior to the charter presentation, the sponsoring Kiwanis club may wish to order the following supplies from the Kiwanis International Supplies Department.

- Membership Pins for each Charter Member
- Membership Certificates for each Charter
- Member Gong and Gavel
- Club Banner

Upon chartering, Circle K International will forward the following items for the charter presentation:

- |  |   |
|--|---|
| ➤ Gong and Gavel                       | ➤ Membership Cards for each member                |
| ➤ Club Banner                          | ➤ Membership Pins for each Charter Member         |
| ➤ Charter Certificate                  | ➤ Membership Certificates for each Charter Member |
| ➤ New Member Handbooks for each member | ➤ Officer pins for each Charter Officer           |

All of the items noted above can be given to the club during the charter presentation.

### PROGRAM SUGGESTIONS

There are a variety of methods the sponsoring Kiwanis club can use to present the CKI club with its charter. On one hand the sponsoring Kiwanis club may take the traditional approach with a banquet. On the other hand, the sponsoring Kiwanis club may choose to make members of the campus and community stop and recognize this new service program. Outlined below are some ideas that can be used to organize the charter presentation.

#### Kick Off Service Project

Plan the service project of the year and involve the campus and community. Identify a project that will get the entire campus involved, such as a literacy campaign in which various campus groups compete

to create a slogan and design a poster or banner that will promote literacy education. The winner could be unveiled as a part of the charter presentation. In addition, the campus could conduct a book drive to collect books for children and adults who don't have access to books of their own. Other activities to promote literacy might include a Read In, in which students on campus spend their Saturday at local agencies reading to children.

To conclude the day of service, the Kiwanis club could sponsor a charter night at which students donate the books they have collected. A prominent community speaker could be invited to speak about some of the issues in the community, such as literacy, and speak to the value of building CKI's new service



movement on campus. The Kiwanis club president could then conclude the program with the formal presentation of the charter, the gong and gavel, the club banner, and install the club officers.

### **A Fast for the Hungry**

A twist on the standard dinner banquet program is to sponsor a fast for the hungry. The standard banquet format could be followed; however, rather than serving a full meal, the Kiwanis club could serve soup or rice. The money that would have been used to pay for a complete meal could then be donated by the sponsoring Kiwanis club, on behalf of the CKI club, to a local program addressing the needs of the hungry and homeless.

### **The Traditional Charter Night**

Many charter presentations are planned as a formal event, either with a meal or without, dependent upon the funds available. Outlined here are some considerations for this banquet as well as a sample program agenda.

#### **WHO WILL BE INVITED?**

Consider who of the following you will invite.

- President of the college or university
- College or university administrators and officials who work with student organizations

- Faculty supporters
- CKI district officers
- CKI district administrator and assistant administrators
- Members of surrounding CKI clubs
- Local Kiwanians
- Parents and special friends of the members
- Officers of other organizations and agencies in the community
- Student government officers

**What will the program be?** Consider what type of message you would like presented in the program.

- Motivational speaker
- Message and endorsement from college or university president
- A professional from a community agency or community leader speaking on the topic of Voluntarism and Community Involvement
- College or university alumnus speaking on the topic of involvement in community service as it relates to student's future

What atmosphere should be created for this event?

What type of decorations should be prepared?

## **PLANNING CHECKLIST**

Utilize the following checklist to ensure that you plan accordingly for your charter banquet.

☐ Set a date, time, and location.

### **Three weeks prior to the charter banquet**

☐ Mail or e-mail invitations to guests.

☐ If there will be food at this event, make arrangements for catering three weeks prior to the banquet.

☐ Select a unique speaker to make a presentation.

☐ Purchase nametags and decorations for the event. Develop the charter banquet program. Refer to the sample included in this manual.

☐ Confirm food and space arrangements.

### **On the day of the event**

☐ Decorating

☐ Finalizing arrangements.

### **Follow-up**

☐ Thank you notes to all participants.

## CHARTER PRESENTATION SCRIPT

Regardless of the type of format chosen for the charter presentation, there are a few activities that should happen during the charter night's activities. The president of the sponsoring Kiwanis club should be on hand to conduct the following: Presentation of charter and the Installation of officers.

The following script can be used to present the charter and install officers. You should complete biographical information for each officer and insert it into the script.

### **Kiwanis Club Statement of Support Kiwanis Club**

President: One of the greatest gifts our Kiwanis club can give is increased service to our community, while developing quality leaders and citizens. It is with this in mind that our Kiwanis club is very proud to share the benefits of K-family membership with the CKI club of \_\_\_\_\_ (insert college or university name). It is without question that student involvement in community service is the best way to make a difference in our community. Not only will this CKI club develop its own sense of community, it also will confront the issues facing the campus and community by identifying solutions to create change.

Our Kiwanis club is committed to assisting this CKI club to be successful in serving the campus and community. Our Kiwanis club is committed to providing adequate support to the club and its members throughout this club's existence. Our Kiwanis club is committed to training this CKI club's officers to ensure that the club is equipped to manage effectively. Our Kiwanis club is committed to working together with this CKI club to plan and implement service projects and fellowship activities.

With these promises in mind I now invite CKI club president \_\_\_\_\_ (insert name) to the podium. It is with great pride and enthusiasm that I now present to you and the charter members the charter for the CKI Club of \_\_\_\_\_ (insert school name). I charge each of you with the responsibility of living the objects of Circle K International:

- To emphasize the advantages of the democratic way of life;
- To provide the opportunity for leadership training in service;
- To serve on the campus and in the community;
- To cooperate with the administrative officers of the educational institution of which this club is a part;
- To encourage participation in group activities;

- To promote good fellowship and high scholarship;
- To develop aggressive citizenship and the spirit of service for improvement of all human relationships;
- To afford useful training in the social graces and personality development; and
- To encourage and promote the following ideals:
  - To give primacy to the human and spiritual rather than to the material values of life;
  - To encourage the daily living of the Golden Rule in all human relationships;
  - To promote the adoption and the application of high social, business and professional standards;
  - To develop, by precept and example, a more intelligent, aggressive and serviceable citizenship;
  - To provide through CKI clubs a practical means to form enduring friendships, to render altruistic service, and to build better communities; and
  - To cooperate in creating and maintaining that sound public opinion and high idealism, which makes possible the increase of righteousness, justice, patriotism and goodwill.

I look forward to our clubs working together to strengthen the Kiwanis family and our communities.

### **INDUCTION CEREMONY**

#### **Inductor (Kiwanis Club President or CKI Lieutenant Governor):**

CKI is such an incredible organization that each of us should want to share its opportunities with others. Surely there is no better evidence of our interest in involving more individuals in service than the establishment of a club and the induction of its charter members. Today we are very pleased to induct the charter members of this CKI club. I would like to invite all of these individuals to come forward at this time.

Today we bring these individuals into membership of this CKI club. They already have demonstrated their

commitment to CKI as they completed our orientation program that consisted of service projects, educational programs, and social activities. One by one I will introduce each new member and their sponsor.

(Insert biographical information about each individual being inducted. Include name, hometown, major, class, special achievements, and other organizational affiliations.)

At this time I would like each of you to make your membership pledge by repeating after me. "I pledge to uphold the objects of Circle K International, /to foster compassion and goodwill toward others through service and leadership, /to develop my abilities and the abilities of all people, /and to dedicate myself to the realization of mankind's potential."

(Give each new member a member pin). We now induct you into the membership of the CKI Club of \_\_\_\_\_ (college/university). I welcome you into our Kiwanis-family fellowship. We know that each of you will bring strength to this CKI club, just as we surely know that membership in this club will bring many rewarding experiences into your life.

Please join me in welcoming our CKI club and its members. (*Applaud*)

#### **CLUB OFFICER INSTALLATION**

At this time I invite the club officers to come forward.

\_\_\_\_\_ (name of treasurer), would you please step forward? It is your responsibility to work with our Kiwanis club and the school administration to develop and maintain the club budget and receive and record dues payments. It also is your responsibility to ensure that payment of district and international dues and fees are made in a timely manner and that all club activities conform to the club's available funds. Do you pledge to fulfill the duties and responsibilities of the office of Club Treasurer and serve, to the best of your ability, the members of this CKI club? If so, answer I do.

\_\_\_\_\_ (name of secretary), would you please step forward? It is your responsibility to

chronicle the business of this club through complete, accurate and timely minutes of the meetings of the club and its board of officers. It also is your responsibility to complete the monthly report form on time and complete correspondence. As secretary, it is your responsibility to document the business of the club. Do you pledge to fulfill the duties and responsibilities for the position of Club Secretary and serve, to the best of your ability, the members of this CKI club? If so, answer I do.

\_\_\_\_\_ (name of vice president), would you please step forward? It is your responsibility to preside at all meetings of the club and Board of Officers in the absence of the president. As vice president, it also is your responsibility to oversee all committee activities. Do you pledge to fulfill the duties and responsibilities for the position of Club Vice President and serve, to the best of your ability, the members of this CKI club? If so, answer I do.

It is now my distinct honor and pleasure to install the person whom you have elected to lead your CKI club as President. Will \_\_\_\_\_ (name of president) please step forward? As president, your duties and responsibilities are vast and varied. As the chief executive officer of this club, it will be your overall duty to maintain the organization's health during this next administrative year. You will lead the board of officers during decision and policy-making processes, communicate with the members of the clubs, develop programs, encourage campus and community service, provide leadership development opportunities and much more. Do you pledge to fulfill the duties and responsibilities of the office of Club President and serve, to the best of your ability, the members of this CKI club? If so, answer I do.

If there are additional officers, insert information about each.

At this time, I will turn the reigns of leadership over to Club President \_\_\_\_\_.

Allow the club president to make some remarks.

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# CHARTER NIGHT PROGRAM LAYOUT

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CKI Club of

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Charter Night

Date

Include the following in the inside of your program:

## **The Program**

**Call to Order**

**Pledge of Allegiance**

**Introduction of Special Guests** Kiwanis Club President or Kiwanis Advisor

**Opening Remarks** -- Kiwanis Club President or Kiwanis Advisor

**Keynote Speaker**

**Statement of Support by Kiwanis** -- Kiwanis Club President

**Presentation of Charter**-- Kiwanis Club President

**Induction of Members** -- Kiwanis Club President or Lieutenant Governor

**CKI Pledge**

**Installation of Officers** -- Kiwanis Club President

**Closing Remarks** -- Circle K Club President

**Adjournment**

## **Club Officers**

Janice Long, President

Dana Hunt, Secretary

Jordan Craig, Vice President

April Shill, Treasurer

## **Charter Members**

Terri Hulbert

Sharon Haen

Richard Cane

Jason Potter

Leo Wiles

Margaret

Molly Snyder

Mark Renard

Odden Ken

Ted Thurman

Linda Morkin

Sneed

Kyle Niessner

Tim Danbury

Peter James

Rod Owens

John Mauer

Denise Clyborn

Juanita Baize

Denise Brill

Kelly Turner

Jim Dent

The program layout will vary from club to club. Be sure to use flashy graphics and include a CKI logo.

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# MONITORING CLUB PROGRESS

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The first few months of club operation are critical to setting the tone of how the entire year will progress. Especially when a new club is built and officers are just beginning to understand the organization, available resources, and the leadership requirements, it is critical that the sponsoring Kiwanis club closely monitor the club's progress during its first year.

Utilize the Club Progress Report form below to ensure that the CKI club is receiving the service and support needed to remain strong and viable. This form should be completed by the sponsoring Kiwanis club each month during the new club's first year of operation. When the report is complete, potential problem areas should be apparent. These areas will be a good place to focus effort to ensure that future problems do not arise.

## CLUB PROGRESS REPORT for new clubs

### CLUB ADMINISTRATION

Number of dues paid members

Are all club offices filled? If not, list vacancies:

Are club meetings held weekly?

How often are club board meetings held?

How often are club committee meetings held?

Do the Kiwanis and faculty advisors attend club activities

regularly? Does the club submit monthly report forms regularly?

What is the financial status of the club? poor/adequate/well-funded

### CLUB MEMBERSHIP

Does the club plan and execute ongoing activities to recruit new members?

Has there been a continuing and effective membership development program?

Elaborate. Has the club implemented minimum membership requirements?

How many members does the club have in each class?

\_\_\_\_\_ freshman \_\_\_\_\_ sophomore \_\_\_\_\_ junior \_\_\_\_\_ senior \_\_\_\_\_ graduate student

### CLUB ACTIVITY

Has the club participated in divisional and district activities? Does the club participate in sponsoring Kiwanis club activities?

Does the club offer a balance of service, social and leadership opportunities?



