



The hard part of membership?

[Basic Recruiting Programme]

- **Four logical sequences to Bringing in New Members**

Four Steps:

- 1) Prospecting
- 2) Sales Pitch
- 3) Closing
- 4) Follow Up

[Prospecting]

- INTERNAL:
- Ex Kin
- K-40's (EstablishedLife Members)
- Kinettes and friends
- Our Friends
- EXTERNAL:
- Large Employers
- Media Blitz
- Shopping Centre
- Large Store (ie:
- Door to Door

[Soft Sell]

- Sales Pitch - Done in a logical sequence
- Meeting # 1. - Bring a buddy night
- Have someone talk about Kin
- If you have a problem in your club, talk about it before you bring the members in.
- Meeting # 2. - Have someone from the community speak on what your club means to them.
- Meeting # 3. - Show the member what he/she can get out of the club, show him/her the lighter side of Kin.

[The Close ask them to Join!!]

3) Closing –

Tell him/her you want them to join, have them sign their proposal at first meeting.

[Keep Them]

- 4) Follow Up - Maple Leaf Award of Distinction program is designed to have them
- become involved. Send a letter from DG 6 weeks after he/she joins referring to the Maple Leaf Award of Distinction program.
- They become a committee member immediately after they
- join.
- Keep up the involvement.
- New Members Seminar the Saturday after the third meeting
- Letter of welcome from President & DG
- Arrange a serious introduction - New member Inductions are
- available

Helpers

- **DO's**
- Letter of welcome from the President
- Have two couples visit them after first meeting
- Have the guest sit with someone different each night
- Tell him/her what to expect
- Give his name & address to the Registrar so he can be called
- Guest name badge - dyno tape his/her name to a badge that says
- " Prospective Member "
- Have him/her receive a bulletin
- Tell him/her the truth about involvement
- Place a "Growth Chart " (Like a fundraising thermometer) on the wall at the Club to show your progress

["Hurters"]

- Let him/her sit alone
- Ignore him/her
- Assume he/she wants to join
- Assume he/she doesn't want to join