

Adding New Members for Your Club's Success



Membership Recruitment Meeting Manual



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Introduction

This manual contains guidelines, ideas, timelines, and correspondence examples on how to conduct a successful membership drive or recruitment meeting. The goal is to recruit prospects to join as active new members of your Civitan club. Since, on average, clubs in North America annually drop 10-20 percent of their members, the lifeline of all Civitan clubs is to continuously add new members. Adding new members is important because it enables your club to maintain its efforts of providing service, knowledge, and fellowship to its members and the community. This manual contains guidelines to conduct a successful Membership Recruitment Meeting by introducing prospective members to your club and giving them the opportunity to join.

Where to Start

Club officers need to develop a membership recruitment plan that fits the needs of their club. Clubs add new members continuously throughout the year. However, a minimum of two times annually a club should “roll out the red carpet” and give people the opportunity to join during a Membership Recruitment Meeting (Seek Meeting or Information Meeting).

The club’s board of directors selects two (or more) regular meeting dates during the year designated as Membership Recruitment Meetings. The key to a successful Membership Recruitment Meeting is planning. There are four action steps the board should take when planning a membership drive / recruitment meeting.

Step One—Appoint a Membership Chairperson. The club president, with the board’s approval, appoints a membership chairperson. It is imperative that your club has one member in charge of managing all aspects of the recruitment drives / meetings.

Step Two—Develop a Plan with Goal(s). The club board of directors, along with the membership chairperson, establishes a membership plan of action. (See sample page 13.) This plan can be specifically for the next recruitment drive or for the entire year. The board should evaluate the club’s current membership, anticipate any deletions, and develop a goal for the number of new members the club needs to recruit. We suggest setting a goal that achieves an overall yearend increase and also setting a stretch goal to increase the club’s membership by 20% annually.

Step Three—Allocate the Funds. Once the goal and dates for recruitment meetings are approved, the board also needs to budget funds to cover incidental costs, such as meals, snacks, prizes, promotions, postage, etc...\$100-\$300 is adequate.

Step Four—Promote and Announce. The club president announces to the club the new member goal and the date(s) set for the recruitment drive(s). The principle behind promoting the goal is to give members a sense of ownership in the outcome. In turn, they are generally more involved in bringing prospects to the Recruitment Meeting.

The Membership Recruitment Chairperson

A key person to the success of a club's membership recruitment drive is the membership chairperson. This person must have a positive attitude, a desire for success, and a commitment to the goal. He/She is the coach, cheerleader, score keeper that motivates other members to recruit prospects to join the club and to assist in reaching the club's new member goal. The membership chairperson should have a copy of this manual, which can be downloaded in PDF format at www.civitan.org/clubsuccess.pdf.

Club Officers "Lead by Example"

The best way to achieve the new member goal is to lead by example. The president and the other club officers need to bring prospective guests into the club during the year and especially during membership drives. This shows that they are committed to the goal and motivates members to also bring prospective guests to the meetings/projects and especially the membership meeting.

Where Do We Find New Members?

When recruiting people to join your club there are two options:

- Invite people you know to visit/join
- Canvass area businesses and invite people to visit/join

Simply stated, recruit people the members know or recruit people the members don't know. Club publicity through newspapers, radios, TV, website informs the public about your club and is therefore a great awareness avenue. However, realize that not many people come knocking on your door even if the club has an open-door invitation at all meetings/projects/socials. Understand that it is important to give prospects the opportunity to visit, learn about, and join your club. To accomplish this you have to invite the prospects and most importantly ASK them to join!

Located in a four to six
block radius of your club's
meeting site are people
who, if asked, would be
interested in becoming
members of your club.

Theme Your Recruitment Meeting – Six Ideas

Bring Three You Know

Our most popular and common theme is "Bring Three YOU Know." This theme encourages members to list three (or more) people they feel would enjoy the Civitan experience and invite them to the recruitment meeting. The candidates are endless...friends, family members, business associates, business clients, neighbors, etc. The main idea is to encourage, motivate, lead, and reward members for their efforts. Also, always encourage/expect members to bring prospects to any and all membership meetings.

Honor Professionals Day

Located in a four to six block radius of your club's meeting site are people who, if asked, would be interested in becoming members of your club. Conducting an Honor Professionals Day is a great way to introduce Civitan to these people. The Membership Chairperson along with a team of

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groups/associations.

leaders/members should canvass the area businesses once a year to invite people to a special information meeting designed for them. Three keys to successfully accomplishing this type of recruitment meeting are...

- 1) Locate. List the businesses not currently represented in your club and the businesses that are located in a four-six block radius of your meeting site (ideas for types of businesses are listed on page 15).
- 2) Meet/Invite. Visit these businesses inviting them to your Honor Professionals Day.
- 3) Communicate. Follow up with an official letter/email of invitation before the Professionals Day. Plus, have one member make a friendly reminder phone call the day before or the day of the meeting. (Sample letters on page 15.)

Homecoming

Bring Them Back Meeting. Occasionally conduct a Homecoming Meeting with the goal to invite past members to a special meeting with an invitation to join. Consider asking the former members to tell a one-minute memory of a project/event they experienced in the past as a Civitan. Making time for this during the program is a great way to rekindle their interest in reinstating their club membership.

Information Banquet for Groups/People the Club Supports

Invite individuals associated with the groups your club supports to a special meeting informing them who you are and why the club supports their groups/associations. During the presentation extend the opportunity to have a representative join your club. It is a great way to offer active membership to the groups you support. Also, consider offering a Support Membership (Membership Categories listed on page 10) as another option. An executive administrator of a major local organization is perhaps one example of someone who would consider becoming a Support Member. Even though his/her schedule is very demanding, he/she may choose to support the causes of your club in this way because of how your club assists his/her agency. We suggest using this theme once every three years since an annual meeting of this type may be redundant.

Information Reception for Younger People

This theme gives members the opportunity to contact young people they know. The challenge is for members to invite people below a certain age group such as those under forty...or in some cases under 50. The list would include members' sons, daughters, nephews, nieces, fellow employees, church members, business associates, neighbors. This approach places the emphasis on recruiting a younger age group. The concept to this theme is to invite and attract a cluster of younger prospects to join as members, and it usually has a better retention rate.

Honor Youth/Parents Meeting

This theme works best for clubs that sponsor a Junior Civitan club or other youth activities. Host a night when your club recognizes youth, such as graduating students from Junior Civitan, honor players from the sports team you sponsor, or outstanding students from the school. The function should include the parents. During the evening conduct a special presentation about the club and invite the parents (Junior Civitans and other graduating students) to join.

How to Invite Prospects to Meetings/Projects

It is simple . . . you ASK! The best system for recruiting is to tell people the heartwarming ways Civitan affects you. People react to positive influences in their lives. When you talk about one of the projects your club does, people may ask questions. This gives you the opportunity to share what you have gained through Civitan and the ways it has influenced your life. Your explanation should be short but include some personal aspects and be followed by a personal invitation to join. Civitan International has a brochure titled *Talk Civitan – One on One Recruitment Guide* (CL181) available to use when approaching someone about Civitan. (See order form on page 18.)

Talk Civitan Video

Civitan International offers a training video titled “Talk Civitan” on the techniques of recruiting and sponsoring new members . This 12-minute video is great to show as a kick-off training tool for your membership drive. It is available in DVD or VHS format. (See order form on page 18.)

Timeline for Membership Drive – Recruitment Meeting

Following each step in this timeline is the best practice. However, one can jump in at any point on the timeline, quickly catch-up the process, and still conduct a successful Recruitment Meeting.

Order Supplies – Tools to Inform

Before the president announces the date of the Membership Recruitment Meeting, the membership chairperson should review the tools described on the order form on page 18 and order the items needed for the Recruitment Meeting. Also, we highly encourage the development of a club brochure and a club website to inform prospects about your club. Since people join because of what your local club offers them, these are important recruiting tools. For more information on how to develop a club brochure and website visit Civitan International’s website www.civitan.org, see pages 3–4 of Public Relations Manual “My Mouth Utters the Call to Daily Duty,” or contact the Civitan International Public Relations Department by phone at 1-800-CIVITAN (248-4826), extension 134.

Secure Civitan Speaker for Membership Meeting

The membership chairperson with the assistance of the club president needs to secure an “outside” keynote speaker for the Membership Meeting. You need a Civitan leader who can present a Civitan program which includes information about your club. The district has many current and past leaders who, when given enough advance notice, would be honored to speak at this special meeting.

Newsletter Announcement

Please be sure the club newsletter editor publishes information about the Membership Meeting in each issue leading up to the meeting date. The president or membership chairperson should write an article to assist with the promotion.

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Show the *Talk Civitan* video, which teaches the technique of recruiting new members. This is a great tool that shows members how to promote Civitan and recruit members.

Eight Weeks Prior to Membership Meeting (During a Regular Club Meeting)

President: Announces the date of the Membership Meeting, the numerical goal, and his/her commitment with a name of a prospect. He/she then calls on Membership Chairperson to discuss the details.

Membership Chairperson: Makes a five-minute presentation about the Membership Meeting including the following:

- Report on success of past drives/meetings.
- Announce theme of meeting, if one.
- Announce incentives or prizes, if any.
- Display prospect sheet. Then follow-up by announcing the name of one or more prospects he or she personally plans to invite and bring to the meeting. Also he/she should mention the names of prospects that the president and other officers plan to invite. Pass around this list to the fellow members so all can add their prospects to the list (prospect list page 22). The idea is to create enthusiasm that motivates members to get involved in the recruiting efforts.
- Challenge members to “bring three” to this special meeting.
- Hand out how-to-recruit brochures: CL181 *Talk Civitan—One on One Recruitment*
- Hand out Civitan information brochures and club brochure.
- Show the *Talk Civitan* video, which teaches the technique of recruiting new members. This is a great tool that shows members how to promote Civitan and recruit members. The video is 12 minutes long. (See order form on page 18.)

Meetings Prior

President: Announces date of Membership Meeting and his/her commitment and asks the Membership Chairperson for updates.

Membership Chairperson: Reports on the Membership Meeting and the prospect list, adding members' names and their prospects to the list as they commit to bring guests to the Membership Meeting.

Last Meeting Prior

President: Announces that the next meeting is the Membership Meeting...an open-house invitation to prospects and guests to have the opportunity to learn about and join our great club. Then he/she asks for a report from the Membership Chairperson.

Membership Chairperson: Announces who the Guest Speaker is and how he or she will present Civitan and information about your club during the next meeting. Inform everyone that all guests/prospects will have the opportunity to join.

Week of Membership Meeting

Membership Chairperson assignments...

- Phone all members requesting that they phone their prospects about attendance at the Membership Meeting. Encourage members to pick up and drive prospects to the meeting.
- Phone your prospects!!
- Phone keynote speaker and confirm his/her arrival time. Ask for a short introduction and discuss process he/she plans to use for asking prospects to join (See pages 8 & 9 for sample processes.).
- Prepare agenda for the meeting and review it with the president. Phone those listed on the agenda to confirm their attendance and part on the program.

Day of the Membership Meeting

Membership Chairperson should...

- Phone all members for a final count. By this time, members should know if their prospects plan to attend.
- Arrive early to set up meeting room with name badges, display table, etc.

Hints for Better Results

Success in adding new members to your club is based on the four key elements stressed in this manual.

- Commitment and follow-through of the leadership and membership chairperson. In order to *Add New Members for Your Club's Success*, the club's leadership must "lead by example."
- Adapt the guidelines in this manual to fit your club's environment since one model does not fit all clubs. However, remember the club needs to hold special meetings at which it "rolls out the red carpet" for selected guests to join your club.
- In addition to using the ideas in this manual and recruitment tools to spark enthusiasm, jazz up the recruitment drive with contests, promotions, drawings, theme meetings, etc. It is important to motivate the members and to give them the opportunity to bring people they know and people they don't know into the club's environment.
- Communication is a key ingredient in a successful membership drive. From announcing to the members about the goal to sending congratulatory letters to new members, all communication affects your results. Email is the best means of communicating, but don't overlook a mailed letter or note when necessary.

Earn a Banner Patch for Your Club!

Each club that signs up a minimum of three new members and reports the results of its Membership Meeting to International receives a Recruitment Award Banner Patch! (See report form on back cover.)

Communicate with Prospective Members

Prospects Who Attend Regular Meetings

When a prospect attends his/her first meeting, the club secretary should send by mail a follow-up letter from the club president. This letter should be mailed the day after the meeting. (See sample letter on page 17.) If the follow-up letter is emailed, it should be sent directly from the club president's email address.

Newsletter

Sending the club's newsletter to prospects who visited your club keeps the door open for membership. Therefore, add all prospective members to email or mailing lists for two to three months after they visit your club. Be sure to list in the newsletter the names of all guests that visited the club. More importantly after the membership meeting or anytime a new member joins, list the names of all new members that join in the newsletter.

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Written Invitation

One week prior to the Membership Meeting the club president should send all prospects a formal invitation to join your Civitan club. (See example on page 16.)

Invitation for Members

Some members are uncomfortable recruiting friends, family, or business associates. However, the club president can open that door with an invitation letter in the name of the member. This technique eases the member's comfort level for discussing Civitan with his/her prospect(s). (See example letter on page 16.)

Congratulatory Letter

Once a prospect joins your club he/she should receive a congratulatory letter from the president. This letter should be sent immediately following the membership meeting or any meeting when a new member joins. Normally, the club secretary would handle this, however if it is sent by email it should come from the president's email address. (See example letter on page 17.)

Letter to Prospects Who Visited But Did Not Join

Each prospect who attends a Membership Meeting, but declines to join the club, also should receive a letter from the president. It should thank him/her for attending and invite him/her back to future meetings. (See example on page 17.)

Asking Potential Members to Join

Number One Reason People Join Civitan – They Are Asked!

There is an Approach for Your Club

The most common question officers ask is whether or not to formally ask prospects to join their club during a Membership Meeting. The answer is absolutely YES, so develop a system that works best for your club.

Studies show that over 95% of our members joined a club because they were invited and ASKED to join! It is important to remember that if a guest walks through the doors of your club's meeting...membership is on his/her mind! When approached with the opportunity to become a part of your club, he/she feels wanted. It is very important to handle this professionally to ensure positive results. Following are two suggestions for approaching prospects to ask them to join during a Membership Meeting.

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Keynote Speaker's Approach

The most popular and successful method of asking prospects to join as members of Civitan is to have the keynote speaker invite them at the end of his/her presentation. Since the keynote speaker is not a member of your club, he/she is in a neutral position and can ASK the prospect to join in a professional manner. The keynote speaker should have a prepared approach that is not only professional but also has a flare of excitement.

An example of a Membership Meeting Speech is available on pages 19–21. The keynote speaker should use this type of approach and edit or adapt it to fit different situations.

Finally, it is very important that the keynote speaker knows beforehand which prospects definitely plan to join. The speaker should ask these people to join first.

Sponsoring Member Approach

Another approach is to let the sponsoring member ask the prospect(s) to join at the end of the Keynote Speaker's presentation. As the keynote speaker finishes his/her presentation he/she states, "Prospective guests, we want you to join in the service, knowledge, and fellowship of this Civitan club. Your sponsor will now meet with you about joining...Thank you." The president then returns to the lectern, thanks the speaker, and asks, "Sponsors, do we have any new members signing on today?" The president recognizes and welcomes all new members who join that day.

Pre-arranged Joiners

It is critical to the success of the Membership Meeting that a minimum of two prospects agree beforehand to join. When the opportunity to join occurs during the program, these prospects should be asked first. This positive momentum motivates other prospects to join. Be sure to reconfirm these commitments prior to the start of the Membership Meeting and give names to the Keynote Speaker.

Handout Applications Before Adjournment

Regardless of which approach your club uses, every prospect should receive a membership application. Having the application typed as completely as possible including the prospect's name, address, phone, etc., gives the prospect a strong feeling of being wanted. Provide the sponsor with the application before the start of the meeting or prior to adjournment.

Applications and checks should be given to the membership chairperson, president, or secretary-treasurer. All new members should be congratulated and welcomed personally before leaving.

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Types of Membership

Active

Any person eighteen years of age or older of good character and reputation may be elected to active membership. Active members shall pay membership fees and dues as prescribed by the club.

Support Member

Support membership may be conferred on any individual wishing to offer financial support to help further the goals, programs, and projects of a Civitan club. Support members will be included on the club, district, and international rosters with annual membership dues billed at the same rate as those established for active club members.

Project Member

Project membership status may be conferred on any individual wishing to participate in local club projects but unable to attend regular club meetings. Project members shall pay an annual fee to the Civitan club and pay the same district and international dues billed to an active member of the organization.

Corporate Member

Corporate membership shall be conferred upon a specified number of individuals of a corporation making a substantial financial contribution to a local Civitan club. The amount of the contribution is determined by the club. Corporate members shall be included on the club, district, and international rosters and shall be billed at the same rate and with the same privileges as an active Civitan member. (An example of the donation levels for this membership category is on page 11).

Member-in-Military

Member-in-military membership may be conferred automatically upon any member in-good-standing in any club who is on active duty in the armed forces of his/her country, unless such member be a career member of the armed forces. Upon such classification, the club secretary shall forthwith report same to Civitan International and such member's dues shall be waived for his/her period of active military service. All rights and privileges of an active Civitan, except holding office, should, whenever possible, be extended to such member. Such classification shall cease upon such member's release from active duty, and such member shall be reinstated, if he or she so desires, as an active member in his/her club.

Life

Life membership may be conferred on a member of a club for distinguished service to Civitan by affirmative vote of 75 percent of the members of your club. A life member shall have all the rights and privileges of an active member, but shall not be required to pay dues. The club shall, thereafter, pay all international, district, and club dues on behalf of the member. All past international presidents shall be accorded automatic life membership in Civitan International and the club in which such past president is a member.

Any person
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Examples of Corporate Sponsorship Levels

Level 1 – Corporate Partner: Any corporation or business which donates \$5,000 or more per year; 20% goes directly to charitable projects of Civitan International and the balance is used for local community projects and infrastructure. The Corporate Partner selects four (4) employees for club membership as liaisons. (The club pays all dues and fees.) The Corporate Partner is listed on the club letterhead and newsletter, and is mentioned in all public relations material as well as at all functions and activities. Corporate Partner receives a Civitan decal to be displayed on corporation’s door or window.

Level 2 – Corporate Sponsor: Any corporation or business which donates \$2,500 or more (up to \$4,999) per year; 20% goes directly to charitable projects of Civitan International and the balance is used for local community projects and infrastructure. The Corporate Sponsor selects three (3) employees for club membership as liaisons. (The club pays all dues and fees.) The Corporate Sponsor is listed on the club letterhead, newsletter, and is mentioned in all public relations material as well as at all functions and activities. Corporate Sponsor receives a Civitan decal to be displayed on corporation’s door or window.

Level 3 – Corporate Patron: Any corporation or business which donates \$1,000 or more (up to \$2,499) per year; 20% goes directly to charitable projects of Civitan International and the balance is used for local community projects and infrastructure. The Corporate Patron selects two (2) employees for club membership as liaisons. (The club pays all dues and fees.) The Corporate Patron is listed on the club letterhead, newsletter, and is mentioned in all public relations material as well as at all functions and activities. Corporate Patron receives a Civitan decal to be displayed on corporation’s door or window.

Level 4 – Corporate Friend: Any corporation or business which donates \$500 or more (up to \$999) per year; 20% goes directly to charitable projects of Civitan International and the balance issued for local community projects and infrastructure. The Corporate Friend selects one (1) employee for club membership as liaison. (The club pays all dues and fees.) The Corporate Friend is listed on the club letterhead, newsletter, and is mentioned in all public relations material as well as at all functions and activities. Corporate Friend receives a Civitan decal to be displayed on corporation’s door or window.

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Rewards Go Beyond Club Growth

Club's Responsibilities

So, your club has new members, now what? Hope they come back? The success of your Membership Drive can be spoiled if you neglect the new members during their first months in the club. New members need to become a productive part of your club. Following are some suggestions for involving new members:

New Member Orientation Session

New members need to know about the organization and especially about your club—what is expected of them and how they can participate in areas that interest them. Your club should arrange a special welcome social for new members to meet with club officers to learn about Civitan and their club.

New Member Initiation Ceremony

All new members should be initiated into your club as soon as possible. We suggest conducting the initiation ceremony at the very next meeting following a Membership Meeting. Invite the district governor or other district officer to present a formal initiation ceremony. Initiating the new members quickly is important because it officially welcomes them as a part of the club and shows them that their commitment is appreciated. Be sure each new member receives a new member information kit, member lapel pin, and most importantly a warm welcome.

VIP Program – Great for New Members

Civitan International offers new members the opportunity to participate in the VIP (Very Involved Part) program. The VIP program is a proven system to inspire new members' interest and excitement. New members earn points for club activities, and when they earn enough points during their first year, they receive the VIP certificate and pin. The new member gives his/her filled-in scorecard to the president to sign and send to Civitan International. International then mails the member's VIP certificate and pin to the president for presentation. The VIP certificate is, in many cases, the first recognition the new member receives. View the VIP form on the Civitan International website at www.civitan.org/VIPBrochure.pdf.

Buddy System

Sponsors of new members take the responsibility of making sure the new members are informed about participation in meetings, projects, and social events.

For More Information

Please phone or email the **Membership – Leadership Department** at Civitan International
1-800 CIVITAN (248-4826) or growth@civitan.org.

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Membership Recruitment Plan of Action

Complete the form below at your club's annual board of director's planning meeting.

Club Name: _____

The average club will delete 15-20% of its membership annually.

After reviewing our roster we predict our club will delete _____ members during the year.

We, the club board of directors, under the leadership of President _____ have planned and agreed to add members to our roster. Our plan, approved by our board, is outlined below:

The first quarter, we will recruit _____ new or reinstated members.

The second quarter, we will recruit _____ new or reinstated members.

The third quarter, we will recruit _____ new or reinstated members.

The last quarter, we will recruit _____ new or reinstated members.

We plan to have _____ membership recruitment meeting(s).

The date(s) are: _____

Our yearend goal is to recruit _____ new or reinstated members to our club.

Our club currently has _____ members on our roster.

We have set a goal to have _____ members by September 30.

Our club's membership recruitment chairperson:

Name: _____

Address: _____ State: _____ Zip: _____

President's Signature

Date

Copy To: District Governor

Club Membership Chairperson

File

Detailed Responsibilities List

Date of Meeting: _____ Time: _____
 Presiding Officer: _____

Duty	Person Responsible
Confirm room and setup with restaurant.	
Have banner, speaker's stand, and flag displayed properly.	
Have prospect and member name badges displayed. Have blank name badges and pen.	
Check public address system – microphone, volume, etc.	
Pre-set all audio visual equipment and make sure it works.	
Locate light switches to dim lights during video presentation.	
Instruct restaurant not to remove dishes during the speech.	
Have membership applications and informational material on hand for new members and guests.	
Check lights on or above podium/speaker's lectern.	

The Membership Meeting Sample Agenda

Welcome Committee Chairperson
 Call to Order President/Emcee
 Pledge of Allegiance (optional) Member
 Invocation Member
 The Civitan Creed (optional) Member
 Introduction of Guests by Sponsors

Dinner

Business Update (Five Minutes Only) Member
 Introduction of Speaker Member
 Speaker Name

Video Presentation (optional)

Project Report Member
 Project Report Member
 What Civitan Means To Me Member
 What Civitan Means To Me Member

Questions and Answers

Invitation to Join by Speaker/Sponsors
 Announcements Member

Adjournment
 (Try to adjourn five minutes early so new members can meet with the secretary-treasurer.)

Sample Business Emails/Letters

Existing Business

John Robertson
Robertson & Sons
P. O. Box 4114
Johnson City, MI 67731

Dear Mr. Robertson,

On behalf of the board of directors of the Johnson City Civitan Club, I am writing to you as a prospective member.

I realize that time does not allow you to join every worthwhile organization in our city. However, if you cannot personally join our club, this is an ideal opportunity for another person from your staff. It gives your employee the opportunity to represent your company in community involvement while expanding his/her leadership and personal development skills.

Over the next two weeks members of our club will stop by to introduce themselves, share information about our award-winning community service club, and discuss membership. Please take a look at the enclosed information about our club.

Best regards,

Tom Butler
President

Follow-up to Visit with Business Prospects

John Robertson
Robertson & Sons
PO Box 4114
Johnson City MI 67731

Dear Mr. Robertson,

Thank you for visiting with us yesterday about membership in the Johnson City Civitan Club. We are excited that Robertson & Sons is eager to have a representative in our club and plans to attend our Professionals' Day Information Lunch next Thursday, April 25.

You and your guest are invited to this special luncheon at the Mountain Top Restaurant on Mountain Top Drive. Our networking lunch runs from 11:30 – 12:15 followed by a program about our award winning club. The meeting adjourns prior to or promptly by 1:00 P.M.

Please phone or email me if you have any questions.

Thank you,

Bill Davis
Membership Chairperson

New Business

Mr. William H. Jones
Jones Electric
4331 Main Street
Big Sky, MT 78332

Dear Mr. Jones,

On behalf of the Big Sky Civitan Club, congratulations on the opening of your new business. We feel this is a wonderful city for any person striving for success and wish you the best of luck during these first months.

The Big Sky Civitan Club is a great way for you to become involved in community service along with other professionals. Please join us at our next meeting, Tuesday, October 23, to meet other business people, like yourself, who are working together to make Big Sky a better community.

Our meetings begin at noon at Jerry's Family Restaurant (private room) on State Street. We would be honored for you to visit with us and consider signing on as a new member. Enclosed is a brochure about our club and some of its activities. I plan to follow up with a quick visit or phone call next week. Feel free to contact me at Cell: 929-3307.

Thank you,

Todd Harris
Membership Chairperson

Prospect Classification List

This list of classifications and personnel will be of assistance in identifying prospective businesses not represented in the club. These classifications will ordinarily be found in most communities. There may be some duplications, but there are many others that can be added.

Accountants	Business Consultants	Florists	Machinery	Physicians:
Adjusters	Cellular Phones	Funeral Directors	Manufacturers	Obstetricians
Advertisers	Chain Stores	Furniture Distributors	Marina	Orthopedics
Ambulance Services	Chiropractors	Gift Shops	Meat Markets	Pediatrics
Antique Dealers	Cleaners/Laundries	Goodwill Executives	Meat Packers	Surgeons
Appliance Dealers	Comptrollers	Grocers	Metallurgists	Urologists, etc
Architects	Computer Dealers	Gym/Health Club	Mills	Printers/Publishers
Artists	Contractors	Hardware	Motor Freight Lines	Radio/Television
Attorneys	Counselors	Hospitals	Music Stores	Railroads
Automobile Dealers	Dairy Workers	Hospital Administrators	Newspapers	Real Estate
Bakers/Bakeries	Data Processing	Hospital Suppliers	Nurses	Restaurants
Bankers	Dentists	Hotels	Office Equipment	Reporters
Barbers	Department Stores	Homemakers	Office Furniture	Religious Leaders
Bonds	Education	Insurance	Oil Companies	Scientists
Book Distributors	Engineers	Jewelers	Optical Supplies	Sporting Goods
Bottlers/Distributors	Engravers	Judges	Opticians	Sign Companies
Boutiques	Factories	Laboratories	Optometrists	Surveyors
Brokers	Farmers	Law Enforcement	Pharmacists	Utilities
Building Supplies	Foundation Executives	Libraries	Photographers	Veterinarians

Sample Invitation Emails/Letters

Invitation Email/Letter

Charles Brown
108 Maple Street
Lexington, WI 43218-9823

Dear Charles,

Members of the Lexington Civitan Club cordially invite you to become an active member of our club. Your name was submitted for membership by Julie Thomas.

On behalf of the Membership Committee, I would like to invite you to attend our membership meeting Tuesday, November 16, at Baker Brothers' Restaurant on the corner of 10th and Broadway. Our meeting begins with a dinner/social from 6:00 to 6:30 P.M. followed by a presentation about our award-winning club. The meeting ends at 7:30 P.M.

The Lexington Civitan Club provides members with many personal and professional opportunities while contributing to projects that improve our community. Please seriously consider becoming a member. Julie will call you before the meeting to answer any questions. I look forward to seeing you at the membership meeting.

Sincerely,

David L. Johnson
President

Email/Letter from Sponsoring Member

Susan Miller
2937 State Street
Falling Rock, CO 87212

Hi Susan,

I know you have heard me brag about my Civitan club and that you have probably read about our projects in the newspaper. I have benefited from my Civitan experiences, and I want to share in these volunteer opportunities.

Our Falling Rock Civitan Club is having a Membership Information Meeting at which we invite prospects to attend to learn more about our club and to give them the opportunity to join our ranks. The information meeting is on Thursday, January 21, at Noon at John's Diner.

Susan, I feel you are just the type of person who would enjoy volunteering through Civitan.

Please accept this invitation. I'll phone you next week, and we can ride together to the meeting on the 21st.

Thanks,

Betty Johnson

Email/Letter from Club President for another member

Tom Graves
Graves, Barnes, Johnson, PCA, Inc.
208 Main Street
Bakersfield, CA 89010

Dear Mr. Graves,

Jim Thompson, a member of our Civitan club, requested that I personally invite you to be his guest at our Professionals' Day Luncheon on March 24 at Bailey's Steak & Seafood. Members enjoy lunch and fellowship from 11:30-12:10 followed by an information meeting/program, and we adjourn before or promptly by 1:00 P. M.

The Bakersfield Civitan Club is known for its great community service projects, which include constructing wheelchair ramps for less fortunate, handicapped individuals in our county. Learn more about Civitan and our club that Jim and over 40 other members enjoy.

Jim plans to follow up with you next week prior to the meeting to answer any questions and confirm your attendance. We look forward to having you at our Professionals' Day meeting on the 24th.

Best regards,

Thomas H. Waldrop
President
Bakersfield Civitan Club

Follow-up Email/Letter

Cindy Taylor
1123 Martin Street
Henderson, ND 73124

Dear Cindy,

Thank you for attending our meeting last Tuesday. We appreciate you taking time to meet with our club to learn more about our projects and activities in the community.

Please consider visiting us again at our next meeting and take this opportunity to join our club. We believe your leadership abilities will be a great asset to our club. I have enclosed/attached a membership application for your use.

Our next meeting is April 11, at Noon, at the Henderson Country Club on Country Club Road. Lunch begins at 11:30 and the meeting adjourns promptly at 1:00 p. m. I look forward to seeing you again.

Sincerely,

Bill Johnson
President

Congratulatory Email/Letter

James Berry
1441 South Bishop Ave
Lexington VA 12471

Dear Jim,

On behalf of the members of the Lexington Civitan Club, congratulations and welcome! I am delighted that you have joined our club. Your membership is a valued asset to our club's future projects, programs, and social events.

Our next meeting is Tuesday, October 18, at Noon at the Lexington Country Club with lunch available at 11:30. Please mark this date on your calendar because our program includes new members' initiation into the Lexington Civitan Club for you and six other new members. Our special guest speaker, Chesapeake District Governor Terrance Beck, will conduct the initiation ceremony.

You should receive our club's newsletter prior to the meeting. Again, welcome to Civitan. We look forward to your involvement in our club and community. Our club secretary, Nancy Hancock, will give you a new member information notebook at our next meeting.

Sincerely,

Bob Shaw
President

Second Invitation Email/Letter

Beth Joycetowns
3321 Elmore Drive
Appleton OH 47477

Hello Beth,

Thank you for attending our Appleton Civitan meeting last Tuesday. We hope you enjoyed the meeting as much as we enjoyed having you.

Again, we want to extend to you a special invitation to join our award-winning club. We need community-minded people like you to assist us with our projects and to share in our fellowship.

We will continue to email you our newsletter to keep you informed of our activities and meetings. It was an honor to meet you, and please consider our invitation to join our club in the near future.

Best regards,

Bob Davis
President

Tools for a Productive Membership Meeting

Recruitment Training

- AV101** Talk Civitan — Techniques on How to Recruit New Members Video (VHS or DVD)\$10.00
- CL181** Talk Civitan—One on One Recruitment Guide, pack of 50 \$2.50
- CL115** Adding New Members for Your Club's Success.\$1.00
(Additional copies of this manual)

Literature for the Prospective Civitan

- CL100** Civitan—A Service Club Worthy of Your Time (includes application) pack of 50 \$5.00
- CL101** Civitan—Volunteers Making a Difference! (includes application) pack of 50 \$2.50
- CL182** Civitan Information (trifold, business card size) pack of 100 \$2.50

Support Materials

- AV100** Leaders in Service Video (VHS or DVD)\$10.00
Civitan has produced a dynamic 10-minute video to use during the Membership Meeting. It tells how Civitans are building a better world. Include this video in the presentation to help give prospects many reasons to join.
- CL154** Projecting the Right Image \$.50
This booklet offers tips, sample press releases, public service announcements, and proclamations for media release.

- CL122** Club Resource Manual \$5.00
This manual covers practically all areas of club management including leadership, growth, public relations, and fund raising. It is an excellent resource for your club's leadership.

- CM28** Civitan Protocol Manual \$1.50
All clubs should have a copy of the protocol manual which assists officers in properly conducting meetings and ceremonies. The manual includes initiation ceremonies, sample invocations, sample letters, and more.

New Member Supplies

- CL149** VIP Brochure (includes qualifications and score cards) packages of 25 \$2.50
- K66** New Member Kit \$10.00
Folder includes member pin, new member manual, membership card, welcome letter, Civitan logo car sticker, Civitan Creed Certificate and frame, Civitan Magazine, VIP brochure and scorecard. The club may add a club directory, welcome letter from the club president, and other information needed by new members.
- K66** A New Member Kit \$7.00
Includes all the above except black plastic frame.
- B47** Name Badge \$3.00
- H632** Guest Attendance Slip, pad of 100 \$2.00
- B36** Name Tag, logo, peel and stick, pack of 100 \$11.00
pack of 50 \$6.00

ORDER FORM	Charge My: <input type="checkbox"/> Civitan Club <input type="checkbox"/> District <input type="checkbox"/> Master Card <input type="checkbox"/> Visa <input type="checkbox"/> Discover <input type="checkbox"/> Amer. Express				
Name on Card (Please print) _____					
District No. _____ Club No. _____ Credit Card No. _____ Exp. Date Required _____ Security Code _____					
Shipping Information		Qty.	Item No.	Description	Price
Name	Telephone No.				
Civitan Club					
District					
Street Address					
City					
State/Province, Postal Code					
Signature (required for charge card order)					

Give street address for UPS shipments. Shipping charges will be added to invoice. No individual accounts are accepted except by Visa, MasterCard, Discover, or American Express. Complete numbers must be given. Allow four to six weeks for delivery. Invoice will be mailed to billing contact for club orders.

Civitan International • P. O. Box 130744 • Birmingham AL 35213-0744 • Telephone: (205) 591-8910 • FAX: (205) 592-6307 • Email: supply@civitan.org

Optional Speech for Membership Meeting

(Opening remarks... Please adjust to suit your personal taste/style.)

A line of our Civitan Creed states, “My eyes search for others to join in the fellowship and service of Civitan.” This is a Civitan Information Program where we share with you the purposes and goals of our organization in the hope that you will join with us as a member of the _____ Civitan Club.

Why should you be interested in joining Civitan? There are many benefits of Civitan membership. For instance, we believe that when we work together collectively through Civitan we can accomplish so much more than if one person was working alone. Members share their project ideas to help others in our community. You too may already have a worthy community project idea that this Civitan club can make a reality.

Civitan offers the opportunity for continuing education with quality speakers at the club meetings who educate us on issues and information that makes us more aware citizens of today.

New members acquire a host of new friends and business contacts and enjoy social activities set aside just for visiting and having fun.

In three words Civitan is Service, Knowledge, and Fellowship.

Civitan is a coined word. It comes from the Latin word Civitas, meaning citizenship. Our motto is “*Builders of Good Citizenship.*” Our aim is to improve our communities through helping others.

Civitan was founded in Birmingham, Alabama, in 1917, when a group of business and professional men decided to join together to support their community’s involvement in World War I. Their involvement spread to other needed projects and programs in the community. It was a successful club from the very beginning. In fact, the club’s 1918-19 budget was almost \$50,000.

People in other cities heard about Civitan and wanted to form Civitan clubs in their communities. On April 15, 1920, The International Association of Civitan Clubs was established. Civitan grew rapidly throughout the United States—118 clubs were chartered from coast to coast by 1922.

In 1925, Civitan truly became an international organization when the first club chartered in Canada – the Hamilton Civitan Club in Ontario.

Civitan expanded into Western Europe in the 1960’s and into Asia in the 70’s.

In 1974, Civitan became the first previously all-male service organization to welcome women as members. Today there are over 45,000 men, women, and young people in almost 1,700 Civitan, Campus Civitan, and Junior Civitan clubs in almost 25 countries around the world.

(Optional: Show Civitan Video “Leaders in Service.” To order your copy, see page 18.)

Let me tell you about our organization:

- Civitan International’s major emphasis is helping people with developmental disabilities.
- Civitan provides outstanding leadership programs for its members.
- There are over 15,000 young people in Junior Civitan clubs in middle schools, high schools, and communities.
- Throughout the last 40 years, Civitan clubs have been major contributors to the Association of Retarded Citizens, now called The ARC.
- Civitan clubs led the charge with the Special Olympic movement raising millions of dollars and giving thousands of volunteer hours. In fact Civitan International was a premier sponsor of two Special Olympics World Games.
- Civitan clubs have a candy box project that locally supports projects for people with developmental disabilities as well as the Civitan International Research Center.
- Since the early 90’s, Civitan clubs support a multi-million dollar Civitan International Research Center that provides research and treatment of developmental disabilities and brain disorders.

These are just some of the things that set us apart from other service clubs...that make us feel we are perhaps the best in the world...and let me tell you friends, we're getting better!

There are three levels within the Civitan organization – club, district, and international.

At the International Level...

- The World Headquarters with a staff of 21 full or part-time employees is located in Birmingham, Alabama, the city where Civitan began.
- An elected International president, president-elect, and nine international directors from around the world make up the volunteer board of directors, which is the policy making body of Civitan International.
- During the annual international convention voting delegates from each club participate in electing officers, voting on amendments, attending workshops, and networking with other Civitan members.

At the District Level...

- We are in the _____ District. There are _____ clubs and _____ members in our district. It exists to assist clubs in accomplishing the purposes of Civitan. It provides support and personal assistance to clubs.

At the Club Level...

- The club is the most important part of Civitan. It's the heart of Civitan, and it's here at the club level that things really happen.
- Each club determines its own projects and types of service to enrich the community. Members elect club officers and have a voice in selection of the projects and programs of the club.
- Projects – Over the years this club has been involved in many projects... some big, some small, mostly successful projects, with one goal in mind – to help people.

(Make arrangements for two club members to give one-minute reports of recent projects)

Let's hear about one of the projects of the _____ Civitan Club. _____, name of member

_____, name of member, will you tell us about another great project of this club.

Thank you. Those are just two examples of the many projects of the _____ Civitan Club.

You may be asking yourself, "So who can join Civitan?" Our Bylaws state that any person 18 years of age, or older, of good character and reputation may become a Civitan. There is no race, creed, color, sex, national origin, or disability restrictions. Simply stated, we want good people who want to get involved in their community to help others.

How often do we meet? The _____ Civitan Club meets _____ at _____.
When Where

Attendance isn't mandatory, but we suggest attending at least 60 percent of the meetings.

There is a one-time \$ _____ (*suggested \$25*) initiation fee. International dues are \$12.00 per quarter. District dues are \$ _____ per quarter, and our local club dues are \$ _____ per quarter, making the total \$ _____ per quarter.

Each new member receives a Civitan new member kit, lapel pin, and subscription to the *Civitan Magazine* and district newsletter.

Are there any questions?

As you can tell, we are not an expensive club. We don't want your money. We want your ideas, energy, enthusiasm, and abilities. As you have probably already noticed, we are proud of this club and what it does. I want you to hear from two members about what Civitan means to them. (Make arrangements for two club members to give a one minute testimonial.)

_____, what does Civitan mean to you?
name of member

_____, what does Civitan mean to you?
name of member

We want you, as prospective members, to be part of our Civitan club. We want you to get involved in the work of our club, to share in the fun and fellowship, and to take advantage of all the benefits of being a Civitan.

Every guest in this room has been pre-approved for membership. We think you will make a good Civitan member. We hope you've looked carefully at us. When you join a Civitan club, you accept certain responsibilities, such as attending meetings as regularly as possible and being involved in projects and club work.

On the other hand, the club has certain responsibilities to you: to have good, interesting, and informative meetings and programs, to provide a forum for fun and fellowship, and to be involved in meaningful service projects.

We can promise you one more thing. I call it that "good feeling." It is the good feeling you get when you do something really worthwhile for someone else...not because you have to but because you want to. It is the feeling you have when you extend your hand to a person with a disability. It is that feeling you have when you look into his or her face and see that special smile meant just for you. It is that special feeling you have when a blind lady you read to on Saturday afternoon says as you leave, "Thank you, thank you, Civitan, for being my eyes." That good feeling you have when you deliver a holiday basket of food to a hungry family and they say, "Thank you, Civitan, for caring. No one else did."

Yes, we sincerely want you to join with us in enriching our community. We hope we've convinced each of you that Civitan is for you! As I call on each of you, I ask you to stand.

_____, will join with us in Civitan? (Lead applause after each response.)

_____, will join with us in Civitan?

_____, will join with us in Civitan?

_____, will join with us in Civitan?

_____, will join with us in Civitan?

_____, will join with us in Civitan?

_____, will join with us in Civitan?

Congratulations to each of you for choosing to volunteer your time with the _____ Civitan Club. I know this action on your part will prove to be one of the most worthwhile decisions you have ever made. I enjoyed being here today, and I thank you.

New members, please see _____ to complete your application.

I'll now turn the lectern back over to President _____.

Prospect List

Prospect Name and Address	Business	Contact Phone Number	Email

(Duplicate as Needed)

Sponsor	Date Contacted	Interested Yes/No	Application Completed	Fee Paid

Membership Recruitment Meeting Reporting Form

District No. _____ Club No. _____ Club Name _____ Date of Report _____

Name _____

Address _____

Yes, our club held a successful recruitment meeting on _____ resulting in at least three new members for our club.

The additions forms for these members were mailed on _____.

Short description of your recruitment drive: _____

Clubs that report 3 or more additions from a recruitment drive receive a recruitment award banner patch.

New Member

Sponsor

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

For more new members or comments on recruitment drive, please attach extra sheets.

Signed: _____ Title: _____

-

Send to: Membership-Leadership Department • Civitan International • P. O. Box 130744 • Birmingham, AL 35213-0744, USA
 Fax: (205) 592-6307 • E-Mail: growth@civitan.org

Inside This Edition

Introduction	2	Types of Membership	10
Theme Your Recruitment Meeting	3	Rewards Go Beyond Club Growth	12
Timeline for Membership Drive	5	Sample Business Emails/Letters	15
Communicate with Prospective Members	7	Supply Order Form	18
Asking Potential Member To Join	8	Optional Speech for Membership Meeting	19

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