

What Makes Civitan Special?

YOU! Your time and service in Civitan is molding a better community. Recruiting and sponsoring prospects into Civitan is an important contribution to your club and to our organization. It molds the future of your club, and more importantly new members you sponsor impact the community.

Recruiting and sponsoring people into Civitan creates enthusiasm and offers to others the opportunity to give back to the community. YOU and fellow members are your club's best marketing tool. The member who can share with other people how membership in Civitan has impacted his or her life is better than any advertising promotion or other media/internet publicity. Talk Civitan and take time to share what your Civitan experiences have done for you. Use the following guidelines explained in this brochure.



What is Civitan?

The first step in preparation to Talk Civitan is to develop a quick description about Civitan. Below are three sample elevator speeches to help you develop one for yourself. Basically, it is your

response if you get in an elevator on the first floor and someone looks at your lapel pin and asks "What is Civitan?"

Civitan is a community service organization made up of clubs. Each club operates locally with volunteer members giving their time to make their community a better place to live. Our club offers members the opportunity to make a difference. You should join our ranks. I would be glad to take you to our club's next meeting or better yet our next project.

Civitan is a club of volunteers meeting local needs in the community. Our club works with youth, senior citizens, and people with developmental disabilities. Our next meeting is Thursday. You should attend and learn more about how we impact our community. Our speaker is . . .

Civitan is a way to improve the lives of others in our community while we enrich our own lives. We are volunteers meeting local community needs. We are most known for our work that helps people with developmental disabilities. Our club meets next week. I would like you to visit as my guest.

Initiation & Orientation!

To make new members feel accepted, they need to be initiated into your club with warmth and sincerity at the next meeting (or within a month) after he or she joins your Civitan club. This is usually done by a district officer.

New members also need to know about their club, what is expected of them, and how they can participate in areas that interest them. More importantly, new members need to feel their contributions count and are appreciated. Organize a special welcome/orientation social for new members and give them a welcome packet that highlights club events and includes a club roster and budget.

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 you to share in these volunteer opportunities.

Our Falling Rock Civitan Club is having a Membership Information Meeting at which we invite prospects to attend our meeting 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



Talk Civitan

REMEMBER TO

Make a List!

Once you have developed your elevator speech... List five or more people you believe would make great members of your Civitan club. Think about people with whom you are in daily or weekly contact and "Talk" with them about your Civitan activities.

The key word is TALK. If you know someone who would make a good member, talk to them about your club. Professional contacts, business associates, neighbors, friends, and family are great prospective members. List their names, email addresses, and phone numbers below:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

You have now developed a list of people you can personally sponsor into your Civitan club.



Talk Civitan!

Now that your list is prepared and you have your short elevator speech, begin to talk with these individuals about your Civitan club. Strike up a conversation about a recent club project or the program speaker at the club's last meeting. Most of all, discuss the impact Civitan has had on your life. By discussing your Civitan club and its members, prospects learn about our organization and its activities.

Once your prospect has been exposed to Civitan and how it makes a difference in your life, he or she is more likely to accept an invitation to a club meeting, project, or social. It may take more than one invitation, but remember the probability of your prospect attending increases when he or she knows Civitan is worthy of his or her time.

Support Tools!

Brochures/Newsletters/Websites — Civitan brochures that explain our organization are available to give to your prospects. Your club membership chair can order these through Civitan International Supply House:

CL-100 Civitan — A Service Club Worthy of Your Time provides an in depth explanation about our organization.

CL-101 Civitan — Volunteers Making a Difference Around the World is a quick-read about how Civitan impacts people worldwide.

CL-182 Civitan Tri-Fold Information Card — This business-card size tri-fold is great to keep in your pocket or purse and pass along as an invitation to anyone and everyone.

Civitan Website — Our Civitan International website is another great recruiting tool. In an email follow-up to a prospect, simply suggest they visit this website by clicking on the link www.civitan.org.

Club publications— Since your prospect is most interested in what your club has to offer, the best recruiting tools are your own club's brochure, newsletters, and website.

Prospect's Attendance!

After you have Talked Civitan, it is time to actually bring your prospect to a meeting, project, or social. Visiting for the first time might be harder for the prospect than joining the club. Therefore you should escort your prospect to the meeting, project, or social. When he or she accepts your invitation, you should suggest that you ride together.



Membership – Join us!

Hopefully your club has an open-door policy about membership where applications are accepted throughout the year. This makes member recruitment much easier.

There are several ways to ask a prospect to join your club:

- The sponsor personally invites the prospect to join the club. Be sure he or she completes a membership application and understands the club's initiation fees and monthly/quarterly dues structure.
- The club president or membership chair approaches your prospect about joining. This is usually done after the prospect has been approved for membership.
- The most popular method is to bring your prospect to a Membership Recruitment Meeting (Seek Meeting/Information Meeting). At this meeting, club activities and Civitan are explained to a group of potential members by a speaker from outside the club. At the conclusion of the presentation, in a professional manner the speaker invites prospects to become members. Whatever method your club uses to invite prospects to join, be sure you give your guests the opportunity to join.

Buddy System – Involvement

Using a buddy system with new members encourages their involvement. As a sponsor of new members, be sure to contact them about meetings, projects, and socials. Their involvement molds the future of your club and the community.

The key to a successful club is teaching new and fellow members how to do a better job. All members should strive to improve your club. Project chairs and officers should act as mentors to new members, guiding them to involvement and future leadership opportunities.

TALK CIVITAN!