

How to Run a Successful Membership Drive

Choose a Date, Time & Location:

- Hold the drive in preparation for the Kids Korps calendar year (September 1 – August 31). Effective times to hold membership drives include at the beginning of the academic year, during school club days, and right before the holiday season. *If the chapter is school-based, hold the drive after school when parents arrive to pick up their children.*
- Reserve a room in a home, school, religious institution, community center or other facility for a large number of children and parents to gather.
- Inform parents/guardians in advance via e-mails, newsletters and flyers that Kids Korps/Teen Korps is holding a membership drive.

Prepare Information and Materials:

- Forms and handouts are available in the Chapter Leader Guide and the website at **www.kidskorps.org**. Promotional materials can also be checked out from the Kids Korps USA office. A list of suggested items is noted below.

Handouts - Chapter Binder & Website	√	Available - Kids Korps office	√
Membership Application		Kids Korps/Teen Korps Banner	
How to Become a Kids Korps Member		Photo Posters	
Kids Korps Facts & Values		Kids Korps PSA Video	
Kids Korps Service Project		Sample Tee Shirts (Various Sizes)	
		Service Project Events Calendar	
		Kids Korps Name Tags	
		Current Newsletter (if available)	
		Bumper & “I Volunteered” Stickers	
		Leaders for Life Jelly Bracelets	

Membership Drive Activities:

- Provide a Kids Korps Sign-in Sheet that collects names, phone numbers and e-mail addresses.
- Educate parents/guardians and youth about Kids Korps/Teen Korps programs and offerings. *(Informational tools include the Kids Korps PSA video, handouts, newsletter and photo posters.)*
- Discuss the variety of Kids Korps volunteer projects available to members
- Hold a volunteer project onsite, e.g. blanket-making, canned food/clothing drive.
- Educate youth and parents/guardians about online membership process. Have application forms available for those without Internet access.

After The Membership Drive:

- If membership applications are completed onsite, mail or deliver in-person all applications and payments to the Kids Korps Office.
- The evening of the drive, send all persons on the sign-in sheet a follow-up e-mail welcoming them to Kids Korps and reminding them to apply online. Provide the website link www.kidskorps.org.

- Return borrowed promotional items within 3 days, as other Chapters also use them.

HAVE FUN AND GOOD LUCK WITH YOUR MEMBERSHIP DRIVE!