

## CKC Coaching Sheet: Growing Your Club (Leader's Notes)

Before you start . . .

Check your **capacity**. Do you have the team members to handle more students? You should have 5-7 kids attending on average for each Small Group Leader (your groups may enroll 8-9).

Examine your **structures**. Does your club have established structures and procedures that will allow for more kids to come into the program? Make sure you've established routines and policies for behavior, small groups, games, etc. so that new students can join your club without creating chaos.

You've got the structures in place. You've got the people. Now you're ready to grow your club!

### **Idea #1: Host a Party**

Hold a special event and tell students to invite their friends. At the party, tell everyone what Crossroads is all about and make sure they have a fun experience. To invite students, you can create special party invitations that have a line for parents to sign and give permission for attendance on that one day. Then, send home the full club registration flyer to all the students who come to the party.

### **Idea #2: Create a "Bring A Friend" Incentive**

Encourage children to bring a friend. Send them home with an extra flyer or two each week so that they can hand them out to classmates. Offer an incentive for the inviter and the guest. You might also consider a group incentive. For example, "If we have ten visitors next week, we will order pizza."

### **Idea #3: Distribute More Flyers**

Send out flyers through the school—again. You may have done this at the beginning, but if you have capacity for more students, do it again.

### **Idea #4: E-mail Newsletter**

Ask if the school has an e-mail newsletter and whether you could include a notice about the Crossroads Kids Club in it.

### **Idea #5: Go to the School!**

Discuss your desire to grow the club with the principal, and see if there are other ways to meet students and parents. For example, can you have a table at the school's parent night? Would you be allowed to visit a PTO meeting? Ask if you can support the school at an event where you can share information about Crossroads with families. Another idea is to see if you'd be welcome to stop by the cafeteria at lunch and do a special raffle or giveaway to the kids and pass out flyers. It's important to check with the principal to ensure that you follow the school's guidelines and policies about promoting after school programs led by outside groups.

#### Team Discussion

- What are some strengths that we have that will help us grow?
- What are the biggest barriers right now to our club's growth?
- Which one of these ideas could we try now? Write down your team's plan:

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