

Distinguished Webmaster's Award

This document includes instructions, cover sheets and section labels that you must use to apply for the distinguished district officer awards. Each district administrator can select the means of applying — either a shared file folder on a digital cloud service like Google Drive or a traditional binder. Make sure to follow the instructions from your district administrator and to provide them with time to verify the contents of your submission.

Award information

- An evaluation will be made based on the criteria set forth below. This is not a contest between district officers, but recognition of an individual's performance.
- In order to receive this award, a total of 1,000 points out of 1,250 possible points must be accumulated.
- Extraneous materials in sections (other than the Miscellaneous section) are not necessary and will not be counted. Only include requested materials.
- Once your application has been submitted, no other materials will be added.
- District administrators must send the nominations to Key Club International no later than **the first Friday in May**. Any nominations received after that deadline will not be recognized by Key Club International.
- Officer applicants must include each section and all required documents in a single binder or shared folder. Binders should not exceed four inches or 11 centimeters and should include tab dividers and page numbers. Each individual section of the application must have the heading described below.

- | | |
|---------------------------|--------------------|
| 1. Verification | 6. Attendance |
| 2. Personal Statement | 7. Reporting |
| 3. Website home page | 8. Service |
| 4. Website internal pages | 9. Recommendations |
| 5. Social Media | 10. Miscellaneous |

Distinguished Webmaster's Award

Requirements for online submission:

- To properly format your online submission, create a master folder with a table of contents. Create and name ten shared folders to match the section labels included in this document.
- Place all required contents in the corresponding folder.
- Adjust the share settings on every folder and document to allow people outside of your organization to view the contents. Any documents or folders that are not linked and viewable by judges will not be considered in this application.
- Email the master folder to your district administrator and leadership team prior to district convention, as directed by the proper Key Club district official(s).

Requirements for binders:

- To properly format your binder, print the labels included in this document and insert them into two sets of five-tab dividers. You can use any brand or style.
- Place the tab cover sheets included in this document as the first sheet behind the tab divider.
- The binder may not exceed 4 inches or 11 centimeters of material. Please do not attempt to put more material than will fit.
- The tabs must be visible when the binder is open so that judges can flip easily to the required section. Nothing should obstruct the view of the tab.
- No page protectors should be used. Judges will not remove items from page protectors to view them.
- The binder should be submitted to the Key Club district prior to district convention, as directed by the Key Club district administrator.

If you have any questions about the criteria or your binder, please do not hesitate to contact the Key Club International staff.

Matt Ellis, director, Key Club International, mellis@kiwanis.org 1-800-549-2647 ext. 209 or +1-317-217-6209

Distinguished Webmaster's Award

Verification

The district administrator verifies that the district officer has been officially in office for at least 10 months. Verified by signature of District Administrator:

Personal information

Applicant's name: _____

District: _____

Applicant's street address and phone number in July:

Street: _____

City: _____ State/Province: _____

Postal code: _____ Country: _____

Phone (required): _____

Distinguished Webmaster's Award

Personal statement

(50 points maximum)

Table of contents:

Please supply the page number or link, where the personal statement can be found:

In 500-words or less, provide a personal statement with a comprehensive review of your year as district webmaster, including, but not limited to:

- a. What you accomplished.
- b. What you learned.
- c. What you would do differently.
- d. Your goals as a district executive officer.
- e. Extenuating circumstances.
- f. Any hardships you may have faced.

Distinguished District Webmaster Award

Website home page

(250 points maximum)

Please provide the home page link.

The website home page should include the following.

- a.** A clear description of who you are (20 points).
- b.** An easily navigated site map (20 points).
- c.** Easy-to-find contact information (20 points).
- d.** An obvious call to action (20 points).
- e.** Fresh/current content (20 points).
- f.** A blog (30 points).
- g.** An e-newsletter sign-up option(20 points).
- h.** Social media accounts. (15 points per social media platform. 75 points maximum.)
- i.** Key Club branding (25 points)

Distinguished District Webmaster Award

Website internal pages

(275 points maximum)

Please provide the page numbers or links on the district website where the following should be included:

a. About us page (20 points maximum). _____

b. Resources page (160 points maximum). _____

Links to Key Club International's website (80 points)

Key Club International Convention (30 points)

Contest and awards (30 points)

Resources (20 points)

c. District officer page (20 points maximum). _____

District publications (15 points)

Officer biographies and contact information (15 points)

Officer e-newsletters (10 points)

d. District convention page (30 points maximum). _____

Schedule (10 points)

Speakers (10 points)

Online registration (10 points)

e. Calendar with upcoming district events (20 points). _____

Distinguished District Webmaster Award

Social media campaigns

(250 points maximum)

Produce and manage at least two social media campaigns during the first half of the year and two social media campaigns during the second half of the year covering the following topics. Provide links or page numbers to evidence that the following was included throughout the year on the district's social media accounts.

a. Content – First half of the year (100 points maximum)

1. International Convention promotion (June/July) (10 points).

2. Member recruitment (August/September) (20 points).

3. Youth Opportunities Fund (September/October) (10 points).

4. World Mental Health Day/Bully Prevention Month (October) (10 points).

5. Kiwanis One Day (Last Saturday in October) (10 points).

6. Key Club partners (20 points).

7. Repost/share at least two posts shared on Key Club International's website (20 points).

b. Content – Second half of the year (110 points maximum)

1. Key Club Week (First week of November) (20 points)

2. Kiwanis Family Month (November) (10 points)

3. District grant and scholarship opportunities (10 points)

4. District Convention promotion (20 points)

5. International Happiness Day (March 20) (10 points)

6. Key Club partners (20 points)

7. Repost/share at least two posts shared on Key Club International's website (20 points)

c. Spelling/grammar (all posts) (10 points).

d. Timeliness of covered material (all posts) (10 points).

e. Sharing Key Club branding (all posts) (5 points).

f. Creativity (all posts) (15 points).

Distinguished District Webmaster Award

Required attendance

(100 points maximum, 20 points for each event attended)

District webmasters must attend (online or in person) the following during their term in office. The district administrator can sign to indicate the district bulletin editor's attendance. If the event was canceled, include a supporting statement in the extenuating circumstances section of your personal statement.

A. _____ District convention at beginning and end of term

B. _____ Key Club International Convention

C. _____ All district board meetings

Administrator: Please initial by all events attended by the district editor.

Distinguished District Webmaster Award

Reporting

(50 points maximum, 10 points for each report submitted)

Present the Webmaster's report at all official board meetings. If not in attendance at a board meeting, reports must be presented at the board meeting by another representative.

Indicate page numbers or links where each report can be found.

Board meeting 1 _____

Board meeting 2 _____

Board meeting 3 _____

Board meeting 4 _____

The above board reports were presented at official board meetings.

Verified by signature of district administrator

Distinguished District Webmaster Award

Service to home, school and community

(150 points if service is verified. Deduct 5 points for every hour below 40.)

Perform at least forty(40) hours of service to home, school, and community through Key Club activities. A supporting statement can be given if your service was affected by COVID-19.

Include page numbers or a link to a description of service and verification by club president and faculty advisor.

Distinguished District Webmaster Award

Recommendations

(25 points maximum)

Provide no more than one letter of recommendation for a value of 25 points total. (Letters can be written by district administrator, Kiwanis counterparts, Key Club district executive officers or recommenders of an equivalent stature.)

Provide the page number or link where the letter can be found.

Distinguished District Webmaster Award

Miscellaneous

(100 points maximum may be granted based on explanations within this section.)

Submit evidence of performance above and beyond the call of duty including recommendations and documentation of achievements not covered by these criteria. Points shall be awarded at the discretion of the judges.

Please list below what you have included and the page numbers where they can be found below: (You don't have to fill in all the blanks. Extra blanks are provided in case they're needed.)

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____
- I. _____
- J. _____
- K. _____
- L. _____
- M. _____
- N. _____
- O. _____
- P. _____

Verification

Personal Statement

Website home page

Website internal pages

Social Media

Attendance

Reporting

Community Service

Recommendations

Miscellaneous