



# *Running for Higher Officer*

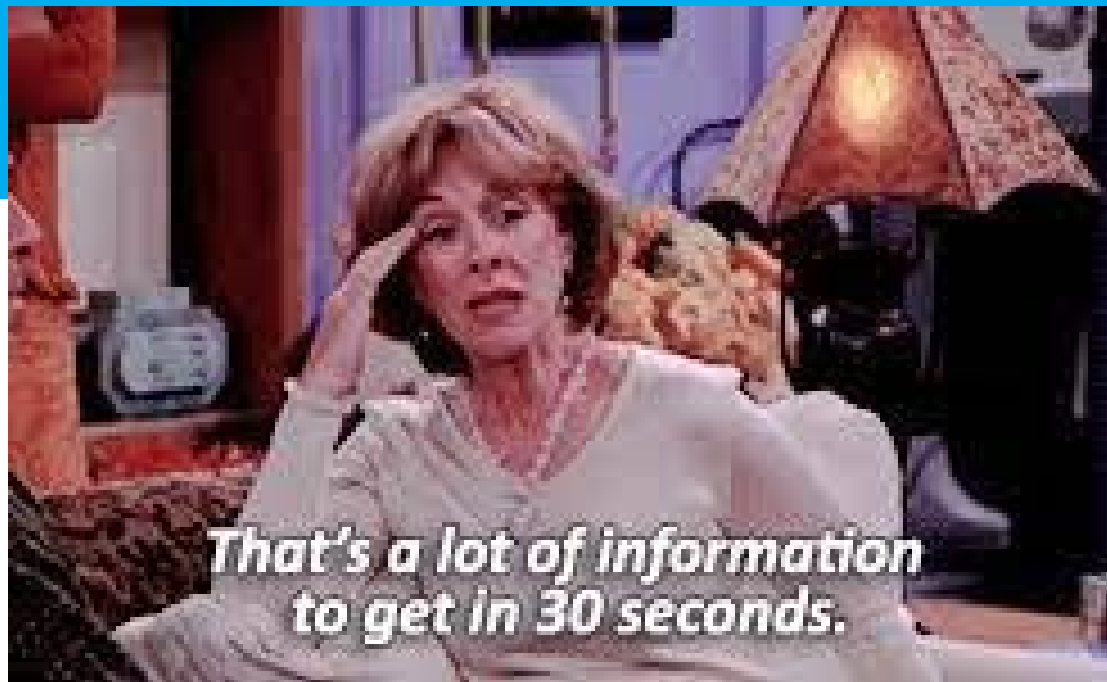
*International Trustee Natasha Shrestha*

# MEET YOUR PRESENTER



- ❑ Senior
- ❑ International Trustee
  - ❑ Southwest
  - ❑ Kansas
  - ❑ Minnesota-Dakotas
  - ❑ From Illinois-Eastern Iowa!





**JAM-PACKED**

# PAST EXPERIENCE



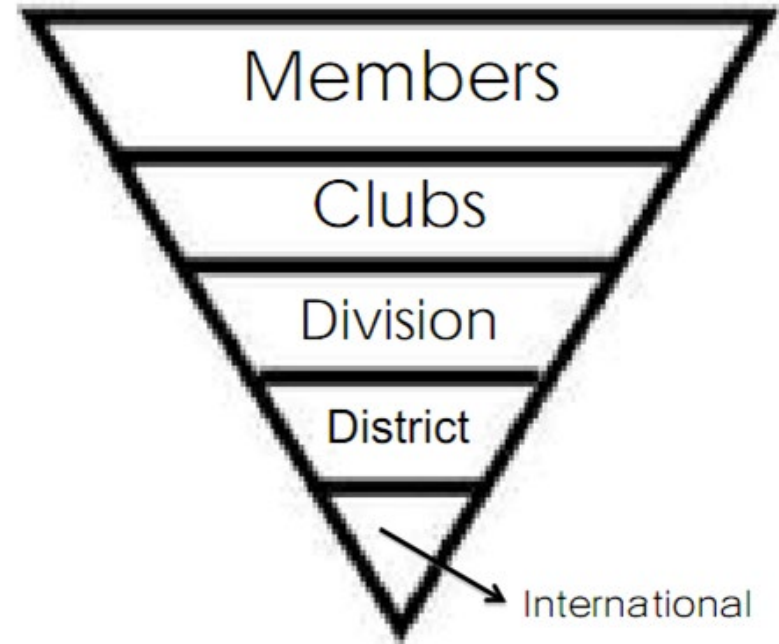
- ☐ Secretary
- ☐ LTG
- ☐ Committee Chair
- ☐ Trustee
- ☐ Share your position in the chat!



# WHAT IS “HIGHER OFFICE?”



- ❑ Inverted pyramid
- ❑ Leadership positions
  - ❑ IVP, IP, IT
  - ❑ District Governor & Executive Board
  - ❑ LTG & Committee Chairs
  - ❑ Club offices

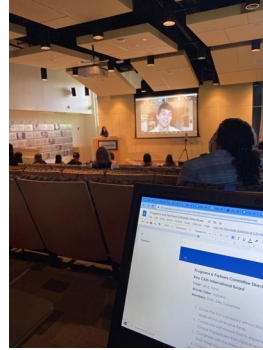




# *PROCESS*



# WHY PURSUE THIS?





***WHAT ARE YOUR BIGGEST  
CONCERNS/FEARS ABOUT  
“HIGHER OFFICE?”***





**Fear is the mind-killer.**

# CONCERNS



- ☐ Don't rush a decision.
- ☐ KNOW that you're qualified.
- ☐ Seek advice!
- ☐ Fears
  - ☐ Time Commitment
  - ☐ Travel
  - ☐ Responsibilities
  - ☐ "I might not get it!"



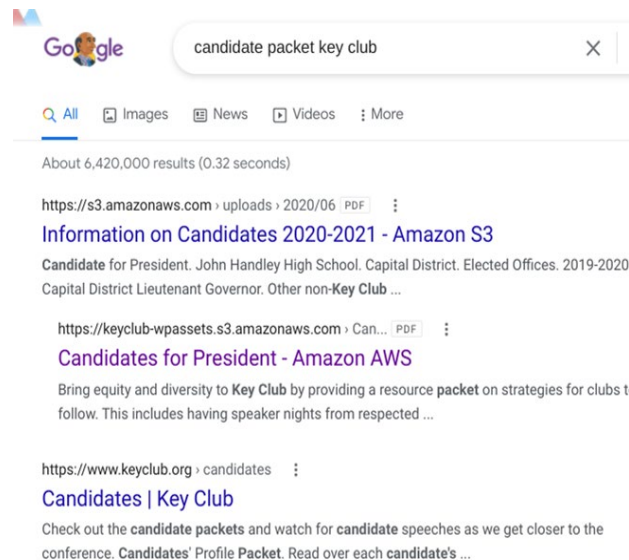
*WHAT IS THE FIRST WORD  
THAT COMES TO MIND WHEN  
YOU THINK OF  
APPLICATIONS/ELECTIONS?*

*Hey! That's a platform!*

# PLATFORM/APPLICATION



- ❑ Central Theme
- ❑ Selling yourself AND your goals
- ❑ Examples are your best friend!
  - ❑ “Candidate booklet Key Club” google search
- ❑ ASK QUESTIONS
- ❑ Pretend you’re a Key Clubber that’s thinking about voting for you/putting you in a position!



# PLATFORMS



## DISTRICT OFFICE CANDIDATE Office of International Trustee

### Natasha Shrestha

Three year member of Rockford Auburn Key Club, Rockford, Illinois

#### Elected Offices Held in Key Club:

2020 - 2021 Lieutenant Governor  
2019 - 2020 Club Secretary

#### Appointed Office in Key Club:

2020 - 2021 Leadership Development Committee Chair  
2020 - 2021 Resource Committee Member  
2020 - 2021 COVID-19 Task Force Committee Member  
2019 Club Dog Toy Service Event Chair  
2018 Club Elementary School Fun Fair Service Event Chair

#### Other Offices Held in High School

2020 - Present Varsity Swim Team Captain

#### Other Activities In High School

2018 - Present Varsity Swimming  
2020 - Present National Honor Society

#### Activities Outside of School:

2017 - Present Club Swimming  
2016 - Present Discovery Center Museum Volunteer

#### Awards/Honors:

2019 District Distinguished Club Secretary  
Illinois-Eastern Iowa District, 3rd Place Single Service Award (Club)  
Auburn Key Club Gold Service Hour Award  
2019 - Present IHSA Scholar Athlete

#### Other Comments:

Joining Key Club has been the BEST decision I've ever made and I would be honored to receive our district's endorsement for International Trustee. Feel free to contact me whenever, whether that's to make a new friend or to learn more about my platform! Have a WONDERFUL DCLC! :)

## NATASHA SHRESTHA FOR INTERNATIONAL TRUSTEE



#### Hey Key Clubbers!

Welcome to Summer Leadership Conference! While I wish I could see you all in person, I am beyond excited for the next few days. The COVID-19 pandemic has brought many unforeseen circumstances and with my platform, I hope we can rise to the challenge and combat them. If you have any questions or simply want to make a new friend, feel free to reach out to me!

Yours in Service and Always in Friendship,  
Natasha Shrestha



## R ESOURCES

- Work with District Governors to create supplemental resources for the district.
- Strengthen resource distribution.

## I NCREASING CONNECTIONS

- Creating district bonding opportunities like virtual game nights with the advice of District Governors.
- Foster district communication through social media and discussion forums.
- Encourage members to send in project or club-based ideas and articles to the Key Club International website.

## S ERVICE

- Collaborate with Governors to host a variety of service events, such as Movie Night Fundraisers.
- Focusing on international partners and effective promotion of initiatives like Thirsty 30.

## E NGAGEMENT

- Strive to be actively involved with my District Boards.
- Holding open "Trustee Calls."
- Creating feedback channels through Google Forms.

LET'S RISE TO THE CHALLENGE!

UNANIMOUSLY ENDORSED BY THE I-H DISTRICT

@NATASHASHRESTHAA NATASHASHRESTHA@GOUTLOOK.COM

## Natasha Shrestha

Candidate for International Trustee

Auburn High School

Illinois-Eastern Iowa District

#### *Elected offices*

2020-2021 Lieutenant Governor (District)

2019-2020 Secretary (Club)

#### *Appointed Key Club offices*

2020-2021 Leadership Development Committee Chair (District)

2020-2021 Resources Committee Member (District)

2020-2021 COVID-19 Task Force Committee Member (District)

2019 Dog Toy Service Event Chair (Club)

2018 Elementary School Fun Fair Service Event Chair (Club)

#### *Other non-Key Club offices held in school/community*

2020-Present Varsity Swim Team Captain

# PLATFORMS



## Salma Eldeeb

*Candidate for President*  
Spruce Creek High School  
Florida District

### *Elected offices*

2020-2021 International Trustee  
2020-2021 Executive Committee Member  
2019-2020 Florida District Lieutenant Governor  
2018-2020 Club Class Director

### *Appointed Key Club offices*

2020-2021 Programs Subcommittee Secretary  
2019-2020 District Marketing and Public Relations Committee Co-Chair  
2019 Club Outreach and Kiwanis Family Committee Chair  
2018 Club Membership Committee Chair

### *Other non-Key Club offices held in school/community*

2020-2021 Science Olympiad Historian  
2019-2020 Art Club Vice-President  
2019-2020 ICAD Teen Leaders President  
2018-2019 Art Club Secretary



## SALMA ELDEEB

FOR INTERNATIONAL  
PRESIDENT

**Hello Key Club International!**  
Welcome to KCI! I am excited to meet all of you, whether it be virtually or in person. This year has certainly taken most of us by surprise, yet you have all stepped up to lead your Districts. Your determination and perseverance is what has kept Key Club alive this year, and we certainly would not be here without you! This past service year, we need a strong and structured plan to rebuild the foundation of Key Club so that we ensure our impact lasts despite the pandemic's effects. My platform focuses on Retention, Diversity & Equity, and Communication.

*Yours in Service & Friendship,*  
*Salma Eldeeb*

**CONTACT**  
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 304-464-0412  
 @salmaelindeeb

*Unanimously Endorsed by the Florida District and Board*

### QUARTER 1

AUG 2021 • OCT 2021

- Implement a Membership Retention Taskforce to create member recruitment guides, videos, flyers, and resources.
- Facilitate the transition between virtual to safe in-person organizing.
- Update club officer training guides with videos, templates, and flyers.
- Complete K-Council feedback on past KCI work.
- Create and push out a strong campaign to encourage dues payment using incentives and social media.
- Create new international website to replace the obsolete KCI website.
- Mandate office hours for the entire Board.
- Hold an K-Council meeting to determine standards of transparency.

### QUARTER 2

NOV 2021 • JAN 2022

- Complete relevant past videos and update with subtitles.
- Complete translated materials on an easily accessible page on keyclub.org.
- Translate leadership and update the translation application form.
- Reevaluate all guides and resources to ensure they provide equal aid to districts not based in the USA.
- Plan and implement an international virtual event.
- Create new member recognition programs on the international board.
- Propose 24 new KCI scholarships.
- Create a strong Kiwanis International networking guidelines system.

### QUARTER 3

FEB 2022 • APR 2022

- Conduct service partner evaluations.
- Create a website that promotes and explains the chartering process.
- Promote the service directory, encourage submissions from international districts, and translate all posted submissions.
- Implement small diversity challenges via @keyclubint to keep members engaged.
- Standardize transition reports for each position and encourage the use within districts.

### QUARTER 4

MAY 2022 • JUL 2022

- Evaluate year's work with the strategic plan.
- Implement diversity and equity training for K-Council at KCI.
- Create and finalize international committee transition reports.
- Release informational guides and videos to educate members about different campaigning styles utilized by international districts to ensure an equitable election.
- Expand the KCI's subsidy fund with grants for traveling.

### Past Work/Achievements

Programs Secretary	Executive Committee	Awards	Other
<ul style="list-style-type: none"> <li>Oversaw KCI's promotional strategy.</li> <li>Created/Revised the 1st International's Outreach Day Celebration.</li> <li>Collaborated with Diversity and Equity subcommittee on Truly International.</li> </ul>	<ul style="list-style-type: none"> <li>Co-author of the 2020-2021 Strategic Plan.</li> <li>Acted as the Service Directory Liaison when I worked on and revamped the directory.</li> </ul>	<ul style="list-style-type: none"> <li>KCI's Leader of Leaders.</li> <li>KCI's Outstanding LTC.</li> <li>Doris Eason Distinguished LTC.</li> <li>Robert Horton Outstanding Subcommittee Chair.</li> </ul>	<ul style="list-style-type: none"> <li>Authored several amendments on the KCI's Taskforce.</li> <li>Evaluated current partners and proposed new ones on the Partners Subcommittee.</li> </ul>

LET'S LAY THE BRICKS FOR A STRONGER FOUNDATION

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### QUARTER 1

- Transition to issue-focused projects/partners to increase participation
- Create new convention competitions focused on incentivizing service and leadership.
- Pioneer virtual Key Clubs for individuals without access to a club
- Implement a COVID-19 strategic plan & task force

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### QUARTER 2

- Implement due/charter waivers for low-income schools/students
- Allocate an additional \$5,000 (minimum) to the ICON subsidy fund
- Revise Key Club Week by adding club/member participation incentives and international "surprises" (e.g. releasing the president's project)
- Complete the 2021-2025 Strategic Plan with stakeholder input and analysis

M

### QUARTER 3

- Create international mentorship programs with external organizations
- Introduce ten new scholarships for postsecondary education
- Reestablish a competitor research task force
- Promote and expand Truly International through highlights and media

E

### QUARTER 4

- Strengthen the KCI alumni network with Kiwanis staff
- Create a continuity task force to transition the old and new International Board and International Council
- Expand and promote the service directory





***IF YOU HAD TO PITCH  
ONE ITEM, WHAT  
WOULD YOUR MAIN  
SELLING POINT BE?***

# APPLICATION



- ❑ Really LOOK at the requirements/recommendations of what you're applying for!
- ❑ SPECIFICITY
- ❑ Pitch yourself!
- ❑ POWER of words

# APPLICATION



**PROGRAMS AND PARTNERS: What previous experience do you have with programs, partners, and/or the Kiwanis family? Be specific.**

In the past, I've had the opportunity to work on initiatives relating to various Key Club programs and partners. As a lieutenant governor, I served as my district's leadership development committee chair. Through this role, I was able to create training materials and guides for the 2021-22 Lt. Governors of our board, providing a comprehensive binder and presentation for the elects to fully understand their new position. Due to COVID-19, I worked alongside my committee to create digital formats and [trainings](#) for the LTGs. Similarly, for my division, I created officer-specific training guides and recorded presentations for easy distribution across my clubs. This past experience has equipped me with the necessary skills to help develop future webinars and [trainings](#), especially with a focus on those that would be beneficial for club members and district board members alike. Further, I worked as a committee member under my district's Resources committee, where I collaborated closely with our service partner chairs to create promotional initiatives and design graphics related to service partner information and our annual programs. As specific examples, I created Key Club Week "challenges" that I shared with the LTGs to promote divisional participation in Key Club Week and designed additional graphics with explanations of various service partners, YOF, and ToT for UNICEF for our district for newsletter/email distribution. Further, service has been a big focus in my past work as a club secretary, Lt. governor, and committee member. As a club secretary, I worked with my home club to develop our Dog Toy Service Days, where we hosted various times and dates during and after the school day to create dog toys for a local animal shelter out of T-shirts and promoted Key Club as a service organization by opening it to non-Key Clubbers. Ultimately, we won third



***SELL YOURSELF!***

# SPEECHES



- ❑ Not ONE way to do it
  - ❑ Prefer talking points/script
- ❑ Balance inspiration & specificity
- ❑ Short, PERSUASIVE essay
  - ❑ Don't be a robot!

# SPEECHES



## General Assembly Speech:

Hey, everyone! My name is Natasha Shrestha and today, I have the honor of running for International Trustee Endorsement. An International Trustee is there to support multiple districts all over Key Club and serve on the International Board. Throughout my experience, my love for Key Club has grown tremendously, and I'm ready to take the next step in my journey. I was particularly inspired by this past service year — as a Lieutenant Governor, I was able to witness firsthand how clubs in our District were impacted by COVID-19 and the unforeseen challenges it brought. As International Trustee, I plan to RISE to the occasion in order to best combat any challenges and provide aid to multiple districts and their Key Clubs.

## Caucusing Speech (2 minutes)

Hello, everyone! My name is Natasha Shrestha and I am running for International Trustee Endorsement today — as a quick recap from last night, as trustee, I plan to RISE to the occasion in order to best combat the challenges that COVID-19 has brought upon Key Clubs everywhere:

## S stands for Service

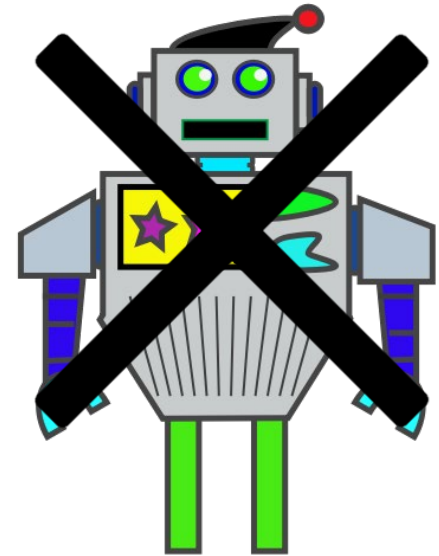
Service is at the heart of what Key Club is all about. As trustee, I first plan on collaborating with governors to host or help plan a variety of service events. While the pandemic brought a slew of unexpected circumstances, it also gave us the opportunity for a new arena of service in the virtual realm. With the governor and district board's help, I could plan events that anyone, ranging from LTGs to club members across the district, could participate in. Some ideas are Zoom Movie Nights fundraisers to donate to Key Club preferred partners, or even just heavily advertising existing initiatives like Thirsty 30.



# EXECUTION



- ❑ Not ONE way to do it
  - ❑ Prefer talking points/script
- ❑ Balance inspiration & specificity
- ❑ Short, PERSUASIVE essay
  - ❑ Don't be a robot!
  - ❑ ENUNCIATE & CONFIDENCE
- ❑ Caucusing





*PRACTICE*  
*PRACTICE*  
*PRACTICE*

# ***“INSIDER” TIPS***



- ❑ GET INVOLVED!
  - ❑ Global Leadership Certificate
  - ❑ Distinguished Application
- ❑ Be GENUINE!
- ❑ Don't underestimate yourself.
- ❑ RESEARCH.

# TIMELINE



- ❑ Now: thinking & brainstorming
- ❑ Spring: Prepare for DCON/elections!
- ❑ Spring or Summer
  - ❑ Depends on your position, but this is usually election time!





***QUESTIONS?***



**THANK YOU!**

**International Trustee Natasha Shrestha**

**[natasha.shrestha@keyclub.org](mailto:natasha.shrestha@keyclub.org)**