

KEY CLUB

District administrator guide



KEY CLUB®

KEY CLUB®

Motto

Caring: Our way of life

Mission

Key Club is an international student-led organization providing its members with opportunities to provide service, build character and develop leadership.

Vision

We are caring and competent servant leaders transforming communities worldwide.

Core Values

The core values of Key Club International are leadership, character building, caring and inclusiveness.

Pledge

I pledge, on my honor, to uphold the Objects of Key Club International; to build my home, school and community; to serve my nation and world; and combat all forces which tend to undermine these institutions.

Objects

Key Club aims to cooperate with school principals and teachers to provide high school students with invaluable experience in living and working together and to prepare them for useful citizenship. Our members develop initiative and leadership skills by serving their schools and communities.

In doing so, we hope to promote and accept the following ideals:

- To give primacy to the human and spiritual, rather than to the material values of life.
- To encourage the daily living of the Golden Rule in all human relationships.
- To promote the adoption and application of higher standards in scholarship, sportsmanship and social contacts.
- To develop, by precept and example, a more intelligent, aggressive and serviceable citizenship.
- To provide a practical means to form enduring friendships, to render unselfish service and to build better communities.
- To cooperate in creating and maintaining that sound public opinion and high idealism which makes possible the increase of righteousness, justice, patriotism and good will.



**EAT.
SLEEP.
VOLUNTEER.
REPEAT.**





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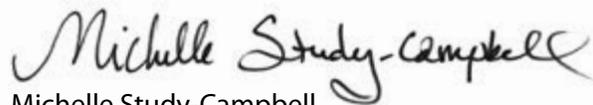
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Dear district administrator:

Thank you for supporting and inspiring Key Club members and advisors. Key Club is part of the Kiwanis family, a global organization of members dedicated to serving the children of the world. Kiwanis-family clubs are a wonderful opportunity for youth members to build social and emotional skills that prepare them for a life of leadership and service. Your involvement will be an important part of their development.

This guide will provide a foundation for your service as Key Club district administrator. Every district has unique features, and some have variations in terminology—but this guide is designed as a helpful, general resource to carry out the functions of your position.

We hope your experience as a district administrator will be rewarding and inspiring. Thanks again for your service. You're an important part of the Key Club experience—and the worldwide Kiwanis family.



Michelle Study-Campbell

Kiwanis Youth Programs Executive Director

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Introduction

Service Leadership Model

The experience of service leadership is the primary objective of Kiwanis Service Leadership Programs. Service leadership is a powerful force. In fact, it's the premier level of social contribution. The service-club experience prepares people to become the most engaged members of their communities — now and in the future.

Serve
Lead
+ Engage

Service Leadership

SERVE

With Key Club, students discover that service is an exciting and important new part of their lives. They see their own ability to make a difference, explore their passions and convictions, and develop their empathy with people in need.

LEAD

Every person has leadership potential. Key Club helps students fulfill it—giving them a chance to step forward when the easier choice might have been to stand still. Members grow into their identities as leaders and develop the ability to move an idea into purposeful action.

ENGAGE

Through service leadership, a member lives a life of collaboration rather than isolation. Key Club helps students see that collaboration is crucial—enhancing their ability to build both strong connections through face-to-face interaction and coalitions that address community needs.

Service clubs provide members with many opportunities to develop through experience. As an administrator, you're a guide, a coach and an educator. You play a powerful role for the next generation of service leaders. Thank you for your commitment to their growth . . . and to your community.



KEY CLUB
FLORIDA DISTRICT
BOARD OF TRUSTEES

Newly appointed district administrators

If you're new to the role of Key Club district administrator—thank you for volunteering. You're an important part of the success of the program in your district. That's why we want to provide you with the help and information you need as you prepare. Here are a few tips to help you get started:

- **Get involved even before you begin.** If possible, attend and/or volunteer at district events before you start your position. Shadowing a peer at these events can give you a better understanding of the administrator's role.
- **Talk to the outgoing district administrator.** To ease the transition, review matters such as:
 - Event contracts
 - Key Club district membership and district convention budget
 - Key Club district bylaws
 - General thoughts and observations about the role, the district, strengths and possible improvements
- **Review the calendar.** Understand the traditional dates, locations and schedule of district events (e.g., board training, conventions, October Rally, etc). Find out what has been finalized and what still needs to be done. For *suggested* dates and activities, see the calendar.
- **Connect with the Kiwanis International Committee of Key Club Administrators (KICKCA).** This group consists of people currently serving as district administrators. KICKCA will assign an experienced district administrator to help guide a new person through the first several years of service. To learn more about KICKCA, attend a meeting at Key Club International Convention or the Governors and Administrators Training Conference.
- **Meet with the Key Club governor.** Taking over midterm? You might want to create a District Team Agreement with the Key Club governor. Find more information about District Team Agreements in the District event management section.
- **Know parliamentary procedure.** All board meetings will be run according to parliamentary procedure. So you'll want to know procedure to be prepared. Get a copy of *Robert's Rules of Order*. An abridged copy is a good resource and is available at robertsrules.org.
- **Connect with Kiwanis.** Ideally, you will attend the Governor and Administrator Training Conference (GATC) prior to starting your new role. Kiwanis staff will continue to provide support while you serve as district administrator.

Calendar

Here are some of the basic activities that occur during a Key Club year. **Work with the outgoing district administrator and your Kiwanis district to determine the responsibilities for each item.**

KEY CLUB DISTRICT CONVENTION

Suggested responsibilities:

- Marketing
- Contracts and logistics
- Workshops and general session speakers/entertainment
- Contests, awards and scholarships

KEY CLUB DISTRICT BOARD

Suggested responsibilities:

- Board meetings
- Board training
- Mentoring

KEY CLUB INTERNATIONAL CONVENTION

Suggested responsibilities:

- Planning a district tour
- Registration
- Lodging and chaperones

DISTRICT COMMUNICATION

Suggested responsibilities:

- Mailings to clubs
- Newsletters/memos to advisors
- Website updates/oversight

MISCELLANEOUS

Suggested responsibilities:

- Planning October Rally, if applicable
- Key Club district budget

JANUARY

- Key Club district committee:** Potential discussion topics: district convention, upcoming publications to clubs, and elections. More information on committees can be found in the Committee leadership section of this guide.
 - Kiwanis district board meeting:** If a meeting is scheduled, coordinate with the Kiwanis district leadership for you and/or the Key Club governor to provide an update. Content to include in the update can be found in the Ambassadorship section of this guide.
 - Kiwanis mid-year conference:** Finalize arrangements, including workshops and travel.
 - Youth Opportunities Fund grants:** There are two opportunities per year for clubs to apply for a grant from the Youth Opportunities Fund. Applications for the first cycle must be received by October 15 at 11:59 pm. EDT. Applications for the second cycle must be received by March 1 at 11:59 pm. EST.
 - Key Club district board meeting:** Encourage board members to plan ahead and use the district board meeting to prepare for a Key Club October rally.
 - Kiwanis Children's Fund Scholarship:** Be sure everyone in the district knows about the Kiwanis Children's Fund scholarship available to Key Club members. Scholarship applications are posted November 1. Application submissions are due February 1. Find more information at kiwanis.org.
 - District mailing:** All district administrators need to complete a February mailing request form in order to receive printed copies of the Key Club Lieutenant Governor guide and Key Club International Convention promotional materials.
 - Miscellaneous:**
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FEBRUARY

- Circle K district convention:** The district administrator should attend this event. Suggestion: see whether any Key Club members can also participate.
- Club elections:** Key Clubs should conduct elections to select the new club officers. After the elections, encourage the officers to update their information in the Membership Update Center at keyclub.org/muc.
- Divisional meetings:** If applicable, remind lieutenant governors to invite at least two delegates from each club in their divisions to attend divisional meetings. Each club is entitled to two voting delegates for this meeting. Please note: divisional meetings sometimes occur at other times during the year as well.
- Key Club district convention:** Ensure your registered clubs include enough adults to chaperone according to Kiwanis International Youth Protection policy.
- Key Club district board:** Potential discussion topics include upcoming district communication, plans for October rallies, workshops and bylaws amendments for the district convention.
- Key Club International convention:** Look for a promotional video from Key Club International to share during the district convention.
- District communication:** Announce district elections, contests and awards several weeks prior to the deadline. Clarify which contests and awards are recognized internationally.
- Scholarship deadline:** The Kiwanis Children's Fund Scholarship is provided to deserving members in good standing of Key Club International. Scholarship applications are posted November 1. Application submissions are due February 1.

MARCH

- Key Club district convention:** Remember to turn in the district report form, due within two weeks of the district convention.
- Officer resources from Key Club International:** Each year, Key Club International provides digital and printed materials for clubs through the Key Club e-newsletter and online at keyclub.org/key-club-spring-resources. Encourage advisors to review the materials together with club officers.
- Key Club district board:** As the new district board members are elected, training and committee assignments are first on the list of tasks. Share this task with the outgoing governor and other district leaders.

- Key Club International convention:** Prepare for registration by creating a list of members and adults who are interested in attending the convention.
- District communication:** Newly elected lieutenant governors play an important role in training club officers. Be sure each division knows who the new lieutenant governors are.
- Miscellaneous:**

APRIL

- Governor Administrator Training Conference:** Attend GATC (often called “gat-see”) with the newly elected Key Club governor.
- Key Club district convention:** Remember to turn in the district report form, due within two weeks of the district’s convention.
- Key Club International convention:** Submit ICON tour rooming list and registration to Key Club International as well as to the convention hotel. Guidelines for submitting the information will be emailed to each district administrator in February or March. Verify that all information about district award nominees and contestants for international contests are submitted to Key Club International by the due date.
- Newly elected Key Club governor:** Communicate with the Key Club district governor’s school principal about this student’s new role and responsibilities. Topics can be found in the Advising the Board section of this guide.
- Update club information:** Verify that the new advisors for each Key Club are correctly listed in the district directory and reported to Kiwanis International.
- Miscellaneous:**

MAY/JUNE

- Kiwanis International convention:** If possible, attend the Kiwanis International convention. It’s a great way to meet other Kiwanians and advisors, and to learn about the issues and opportunities facing Key Club and other Service Leadership Programs clubs.

- Key Club International convention:** At least 45 days prior to the Key Club International House of Delegates held at Key Club International convention, Key Club will post online any proposed amendments to the bylaws and candidates for international office. Encourage members to review this information. Ensure your district tour includes enough chaperones to follow the Kiwanis International Youth Protection policies and procedures.
- Key Club district committee:** Meet with committee members and train new members.
- Key Club district board:** Set service goals for the year. Have officers discuss which type of service they want to pursue. Consider planning a governor's service project if the district doesn't already have one.
- Public Relations:** Connect the district editor and webmaster with ways to share news and photos of district events with local media outlets.
- Mental Health Awareness Month:** May is a time to raise awareness of mental and behavioral health issues and to help reduce the stigma. Share with advisors information about Erika's Lighthouse Positivity Pledge in May. This member benefit partner providing educators with the tools to promote inclusive school cultures around mental health.
- Miscellaneous:**

JULY

- Key Club International convention:** Have fun on your district tour for ICON. While at convention, attend the Kiwanis International Committee of Key Club Administrators (KICKCA) meeting.
- Youth Opportunities Fund:** The YOF grant application for Key Clubs officially opens in late July. Grant applications for the first cycle are due October 15 at 11:59 pm. ET.
- Key Club district board:** Potential discussion topics: Upcoming district communication, rally planning and participation in Key Leader.
- Committee update:** Assess how the committees are functioning. Work with the board of directors to determine how to strengthen certain problem areas, if necessary.
- Miscellaneous:**

AUGUST

- Kiwanis lieutenant governor training:** If invited, please attend. It's a great opportunity to coordinate your role with the Kiwanis district leadership.
 - Kiwanis district convention:** Attend this event with the Key Club governor. Coordinate your role with the Kiwanis district leadership.
 - Key Club district convention:** To be eligible for club awards at the district convention, club advisors must complete monthly reports from August through May in the Key Club online reporting system at keyclub.org/muc.
 - District events:** Is there a Key Leader weekend taking place in your district? This event is a great opportunity for all Key Club members, especially emerging leaders. Visit key-leader.org for a list of dates and locations. Also, be sure the board shares information early on the district's website about hosting a Key Club rally.
 - Key Club International convention:** Share information about district group travel with Key Club advisors. Encourage clubs to begin fundraising and seeking funding to subsidize attendance registration fees to educational and fun events like the Key Club International convention and the District convention.
 - District communication:** Set up a regular plan for communication with club advisors and ensure everyone is aware of the Key Club Advisor Guide at keyclub.org/advisor-guide or the printed booklet at kiwanis.org/store.
 - Miscellaneous:**
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SEPTEMBER

- Advisor/officer contact information:** Verify lieutenant governors have established contact with the clubs within their division and have obtained advisor/officer contact information for each club. Compare this information to what is available in the Membership Update Center. If you see discrepancies in advisor data, you can submit changes to memberservices@kiwanis.org. If you see discrepancies in officer data, the lieutenant governors need to connect with the clubs and have the advisor update the information.
- Key Club district board:** Prepare for new Kiwanis year by making connections with the new Kiwanis and Circle K officers.

- **New school year resources from Key Club International:** Before the start of the new Key Club year in October, Key Club International shares materials with clubs through the Key Club e-newsletter and online at keyclub.org. Encourage advisors to review the materials together with club officers. If advisors do not receive the bi-monthly newsletter, please ask them to subscribe at kiwanis.org/subscribe.
- **Key Club district convention:** Key Club advisors should be made aware of the date and registration cost of the district convention well in advance of the registration deadline.
- **District communication:** Ensure the district provides instruction for clubs on keeping the club in good standing each year.
- **Give Voice Campaign:** September is Suicide Prevention Month in the U.S. and September 10 is World Suicide Prevention Day. Share information with your district board and club advisors about Erika's Lighthouse, a Key Club partner that provides educators, students and parents with tools to talk about mental health and encourages students to reach out if they are struggling.

OCTOBER

- **Kiwanis One Day.** Each October, the entire Kiwanis family participates in a "worldwide day of service." Clubs in all Kiwanis-family programs are encouraged to serve their communities that day. Look for more information about Kiwanis One Day as October approaches.
- **Trick-or-Treat for UNICEF:** Encourage clubs to participate in the Trick-or-Treat fundraiser for UNICEF this month. Look for information and tips in the weekly e-newsletter or visit keyclub.org/trickortreat.
- **Key Club dues:** Clubs begin paying dues for the new Key Club year in early October. Faculty advisors can access the Membership Update Center at keyclub.org/muc to update membership records and pay annual dues. Dues submitted by November 1st entitle the club to the early bird patch.
- **Youth Protection Week:** Kiwanis International dedicates a week each year in October to youth protection. Annual Youth Protection Policies and Procedures education is a requirement. Take time during the week to train district adult team members on youth protection.

NOVEMBER

- Advisor Appreciation Day:** Celebrated annually on a Friday during Kiwanis month, Advisor Appreciation Day is a day dedicated to club advisors to recognize their commitment and service.
- Key Club Week:** The first full week of November is Key Club Week. This week gives clubs an opportunity to show their communities what Key Club is truly about: service. Learn more at keyclub.org/keyclubweek.
- Kiwanis Family Month:** Celebrated annually every November, Kiwanis Family Month is a great time for joint activities among the different Kiwanis programs and clubs.
- Key Club district convention:** Begin sharing information about the district event with clubs including a tentative agenda and important topics.

DECEMBER

- Key Club district board:** Keep all board members updated on plans for the district convention and elections.
- Key Club International convention:** Send Key Club International staff requests for information and quantity of promotional materials needed for district events.
- District communication:** Verify that clubs are properly updating the membership roster and paying dues at keyclub.org/muc.
- Miscellaneous:**

Suggested position description

Kiwanis International suggests the following position description for the district administrator. The duties outline the main responsibilities of a Key Club International district administrator. Each district may have additional duties or variations on what is suggested and will approve the final position description. Contact your Kiwanis district office to learn about any additional expectations.

DISTRICT ADMINISTRATOR KEY CLUB INTERNATIONAL

Position Summary

Responsible for providing quality and efficient leadership to and administration of the Key Club district organization and Kiwanis district committee on Key Club as vital components of the Kiwanis family. A significant contribution of time and personal resources are usually required. The administrator is appointed to serve a one-year term at a time, from April 1 through March 31 (unless the district convention occurs after April 1).

Position Responsibilities

Ambassadorship: District administrators are the “adult face” of the program in their district. This means they should be advocates for the program, represent the program at district events, and generally serve as the primary “go-to” person for the program in their district.

Position requirements:

- Serve as primary liaison between the Key Club and the Kiwanis district.
- Develop a positive working relationship with the Kiwanis district governor, governor-elect, secretary, and other district leadership to administer the Key Club district organization.
- Provide training and information on Key Club sponsorship at district events.
- Attend the Kiwanis district convention, mid-year conference, meeting of the district board of trustees, and other meetings/conferences as appropriate.
- Promote the Key Club program throughout the Kiwanis district through articles, mailing and presentations.
- In coordination with the Key Club governor, provide a report to the Kiwanis district board which highlights the activities of the Key Club board as well as the Key Club district.
- Assist the district treasurer and budget committee in financial planning and reporting.

- Understand the Youth Protection Policies and how they relate to Key Club programming.

Additional best practices:

- Meet with incoming Kiwanis district governor to clarify roles and expectations of the Key Club district administrator position.
- Communicate and develop a working-relationship with all Kiwanis-family district administrators to strengthen all Service Leadership Programs in your district.
- Maintain a clear understanding of the Youth Protection Guidelines and how they relate to Key Club programming.

Opening new clubs: District administrators are the primary drivers for opening new clubs in their districts. They support new clubs through the club-building and chartering processes. Administrators should also look for opportunities in their districts to promote Key Club to potential host sites such as schools and community agencies.

Position requirements:

- Provide assistance by facilitating the relationship between potential Key Club host sites and Kiwanis clubs.
- Help Key Club district officers develop strategies for membership development and retention for existing Key Clubs.
- When a Key Club is chartering without a Kiwanis sponsor, certify to Kiwanis International that no Kiwanis club is available or interested to provide sponsorship.

Club support: District administrators should offer regular communication and support to both Kiwanis advisors and faculty/facility advisors. Administrators should find ways to recognize the work of the club advisors and develop means to help them do their best work.

Position requirements:

- Coordinate a communication plan with the Key Club advisors and members with the Key Club governor with a focus on strengthening existing clubs.

Additional best practices:

- Develop a schedule for communicating with both Kiwanis advisors and faculty/facility advisors with clear objectives and goals.
- Attend club meetings and divisions council meetings (as invited) when possible.
- Provide educational materials and resources to advisors.
 - Service project ideas.
 - Fundraising ideas.
 - Preferred charity information.

- Pass along information provided to you through weekly emails from Kiwanis International, as appropriate.

Committee leadership: District administrators should oversee a committee of adults to help carry out district responsibilities. Therefore, it becomes important for administrators to be a good leader/coach—and good at putting people in positions where their strengths match the program needs.

Position requirements:

- Serve as a chairman of the district committee on Key Club.
- Train committee members to collaborate on the district goals for Key Club.

Liaison to Kiwanis International: District administrators are the primary link between the Kiwanis International trustee serving as board counselor and staff and their district. This could include forwarding information, providing updates, responding to requests, providing assistance in billing/membership issues, and representing the interests of Kiwanis International.

Position requirements:

- Assist with Key Club dues collections.
- Support Kiwanis International's efforts to maintain current records of advisor names and contact information.
- Provide constructive input regarding program development.

Additional best practices:

- Forward news articles and photos for use on websites and on publications of Key Club International.
- Attend Kiwanis International Convention and assist KI staff with promoting SLP sponsorship.

Advising the board: District administrators serve as the district's Kiwanis representative to the Key Club governor and to the district board to include supervision of board meetings, coordination of training of board members, and overseeing financial aspects of the Key Club District.

Position requirements:

- Complete a district team agreement with the Key Club governor annually and uphold each point of agreement.
- Guide, counsel, and advise the Key Club district board and officers.
- Coordinate the training of the Key Club district board and officers, to include strategic planning and goal setting, organizational and financial management, Kiwanis family structure, teambuilding, and leadership development.
- Oversee the management of Key Club district finances, consistent with policies and procedures of Key Club International and the Kiwanis district.
- Oversee the administrative operations of the Key Club district.
- Serve as an ex-officio (non-voting) member of the Key Club district board.

District event management: The district administrator, in conjunction with the Key Club district board, shall plan and execute the Key Club district convention.

- Ensure the planning and execution of all Key Club district board meetings, conferences and conventions.
- Serve as individual assuming responsibility at all Key Club district events.
- Host an annual Key Club district convention.
 - Promotion.
 - Program/schedule development.
 - Convention registration fees.
 - Keynote and workshop speakers.
 - Convention program (possible advertising).
 - Execution of event.
- Coordinate the annual contests and awards, elections.
- Submit annual District Report Form.

Suggested Qualifications:

Educational background:

- Bachelors degree preferred, but not required.

Experiences:

- Building effective teams.
- Continuous innovation.
- Capable of maintaining positive working relationships.
- Strong communication and support abilities.
- Ability to develop, present and deliver strategic program plans.
- Conflict management.
- Experience in high school student activities or leadership development.
- Financial planning and budgeting.
- Event planning.
- Experience working directly with young people, respectfully dealing with their concerns while remaining professional.
- Knowledge and understanding of the development of young people, including their mental health.

Skills:

- Computer proficiency.
- Internet and email access.

Other:

- Kiwanis membership.
- Previous experience with Key Club.



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Ambassadorship

District administrators are Key Club's "adult face." They advocate for Key Club, represent the program at district events and serve as the primary "go-to" person in their district.

Position requirements

- Serve as primary liaison between the Key Club district and its Kiwanis counterpart (ex: Key Club governor and Kiwanis governor).
- Develop a positive working relationship with the Kiwanis district governor, governor-elect, secretary and other district leaders.
- Provide training and information on Key Club sponsorship at Kiwanis district events.
- Attend the Kiwanis district convention, mid-year conference, district board of trustees meeting and other meetings/conferences as appropriate.
- Promote the Key Club program throughout the Kiwanis district through articles, mailings and presentations.
- Work with the Key Club district governor to provide a report to the Kiwanis district board that highlights the activities of the Key Club board and district.
- Assist the district treasurer and budget committee in financial planning and reporting.
- Maintain a clear understanding of the Youth Protection Guidelines and how they relate to Key Club programming.

Additional best practices

- Meet with the incoming Kiwanis district governor to clarify the roles and expectations for your position.
- Communicate and develop a working relationship with all Kiwanis-family district administrators to strengthen Kiwanis' Service Leadership Programs in your district.

Kiwanis district

Kiwanis leaders at every level work together to achieve common goals. The first step in understanding this arrangement is to know the four roles of the district itself:

- Support and strengthen existing clubs.
- Open new clubs.
- Deliver Kiwanis education to all clubs, with the support of Kiwanis International.
- Deliver Service Leadership Programs programming to and through clubs.

As district administrator for Key Club, you're crucial to the fourth role: delivering Service Leadership Programs. You are the liaison between the Kiwanis district and the Key Club district. Along with the Key Club governor, members of the Key Club board and Key Club members, you may be invited to Kiwanis events throughout the year. These could include:

- Kiwanis district board meetings.
- Kiwanis division council meetings.
- Kiwanis district officer training.
- Kiwanis district mid-year meetings
- Kiwanis district convention.

You will coordinate with the Kiwanis district governor, governor-elect, secretary and/or other district leaders to determine your role. Typically the role will either be to train or educate Kiwanians about Key Club or to provide an update on the Key Club district.

Training events

You may be asked to educate Kiwanians about Key Club at training events. Kiwanis International offers these resources to support you:

- **Key Club brochure.** This trifold can be used at a display table or after a presentation to give people an overview of Key Club. (Available at no cost at store.kiwanis.org.)
- **Key Club Informational Booklet & How-To Guide.** This concise but comprehensive brochure is a good complement to one-on-one discussions. It helps explain why a school or organization should start a Key Club, how to start one and how a Key Club benefits both the community and Kiwanis clubs. (Available at no cost at store.kiwanis.org.)

Key Club report

For the Kiwanis district board meetings, you will be asked to submit a Key Club report or status update on the Key Club district. Either you or the Key Club governor may present the report at the meeting. Things to consider including in the status update:

- Completed Key Club district events
- District board roster
- District membership:
 - Newly chartered Key Clubs
 - Number of Key Club members
 - Number of Key Clubs
 - Number of dues-paid Key Club members
 - Number of Key Clubs with no paid members
- Upcoming Key Club district events
- Updates on:
 - The Key Club International convention
 - The Key Club district convention
 - District service and/or fundraising initiatives
 - District board elections
- Key Club district budget information:
 - Current account balance
 - District dues collection report
 - Year-to-date expenditures in each budget category
 - Budget amounts remaining in each category
 - Projected shortfalls or surpluses in any category
- A “thank you” to the Kiwanis district for any support provided since the last update.

Kiwanis district office

Among Key Club districts, the Kiwanis district offices vary greatly. In some districts the office is filled by a volunteer Kiwanian, while others have paid staff.

Here are some of the trends on how Kiwanis districts support Key Club districts:

- Maintain financial records of the Key Club membership budget.
- Maintain a line item in the Kiwanis district budget for the Key Club committee.
- Maintain financial records of the Key Club district convention budget.
- Promote interaction between counterparts on the Kiwanis district board and the Key Club district board.
- Provide scholarships to Key Club seniors.
- Manage the contracts for Key Club DCON.
- Manage the financial transactions for Key Club DCON.
- Answer questions about Key Club from Kiwanians or schools.
- Coordinate registration for Key Club DCON.
- Help select the site for the district convention.
- Serve on the Key Club committee.
- Maintain Key Club historical data.
- Coordinate registration for Key Club district events.
- Host the Key Club district website.
- Coordinate mailings to all Key Clubs in the district.
- Ensure that Kiwanis district leadership is trained on Key Club.
- Follow up with Kiwanis clubs that sponsor unpaid Key Clubs.
- Keep records of the current faculty and Kiwanis advisors of Key Clubs in the district.
- Distribute district-specific Key Club publications.

To better understand what is provided by the Kiwanis district office, you will also want to clarify and understand:

- District duties of a Key Club district administrator.
- Required events to attend.
- Budgetary support.
- District protocol for signing contracts.
- Protocol for managing member records (ex: DCON registration).

To learn what support is provided by the Kiwanis district, work with the Kiwanis district secretary and/or executive director.

Tip: If the Kiwanis district has a foundation, reach out—see what financial support is available for the Key Club district and Key Club members.

Youth protection policies and procedures

effective October 2021

These policies can be found in Kiwanis International Policies and Procedures as Procedure 432. All adults working with youth under the age of 18 at any Kiwanis event are required to read/understand, agree to and abide by these policies.

Education: Every Kiwanis club is expected to inform and educate its members on these guidelines, best practices and required actions for individuals who become aware of youth in potentially harmful situations. This education must occur annually, including providing a copy of these guidelines to each club member. Every Kiwanis district is expected to provide an educational forum or workshop at every district-produced convention and conference regarding guidelines and best practices for adults working with youth, using materials provided by Kiwanis International.

Chaperone: A chaperone is defined as a Kiwanis member, faculty member, parent, legal guardian or person who is in loco parentis, twenty-one (21) years of age or older, who has been approved by the school or agency and registered with the school or agency to accompany the youth members at the specific event.

Chaperone addition

Chaperones for overnight events: A minimum of one adult per 10 students must be serving as chaperones during the entirety of an overnight event. All chaperones (club members and non-members) participating in any single-day or overnight Service Leadership Programs event must have a clear criminal history background check and must have completed Kiwanis International annual youth protection training. Additionally, chaperones must follow all applicable policies and procedures.

Chaperones for single day events: A minimum of one adult per 50 students must be serving as chaperones during the entirety of a single day event. All chaperones (club members and non-members) participating in any single day Service Leadership Programs event must have a clear criminal history background check and must have completed Kiwanis International youth protection training. Additionally, chaperones must follow all applicable policies and procedures.

Criminal history background checks: Kiwanis International requires clubs to have a clear criminal history background check for any club member serving as an advisor to any Service Leadership Programs club. The check must be conducted and verified by Kiwanis International. Persons without a clear criminal history background check may not serve as the advisor. Approved background checks shall be valid for no more than two years. Kiwanis advisors shall acquire a new criminal history background check upon their initial appointment to the position.

Key Club districts may work with their district leadership to formally contract with Kiwanis International to assist with background checks for large events such as district conventions. Email backgroundchecks@kiwanis.org.

District administrators for Service Leadership Programs: Kiwanis International requires all SLP district administrators to complete an application process, which includes submission of a completed application, having a clear background check conducted and verified by Kiwanis International and completion of Kiwanis International youth protection training and any other elements that may be required by Kiwanis International. After receipt of an individual's application and verification of all required elements, Kiwanis International will review the information and decide, in its sole and absolute discretion, whether the individual is accepted to become an SLP district administrator. Kiwanis has no obligation to allow an individual to become an SLP district administrator based solely on a "clear" background check. Denial may be appealed via the process outlined in Procedure 197.

Overnight events: All adults (club members and non-members) registered for or staying overnight at any Service Leadership Programs event must have a clear criminal history background check and must have completed Kiwanis International annual youth protection training. However, parents/guardians of participating students who are not chaperones may attend the event for a maximum of one overnight stay without a criminal history background check.

Overnight stays: While attending a Kiwanis event that requires overnight stay in a hotel or camp/conference setting, adequate adult chaperoning is expected and must include no fewer than one adult male for each 10 or part of 10 youth males, and one adult female for each 10 or part of 10 youth females. Except for a parent sharing a sleeping room or other sleeping quarters (e.g., a tent) with his/her own child, no adult should share a hotel or dormitory sleeping room or other sleeping quarters with a youth. In the event that sleeping quarters consist of multiple beds (such as in a bunkhouse or camp cabin), adults may share the sleeping quarters with youth members of the same gender, provided that two or more adults are present.

Transportation: When transporting youth, the best practice is the "rule of threes," with at least three people in the vehicle at all times, along with documented approval from a parent or guardian for the transportation arrangements. When both of these conditions cannot be met, one of them should be. All transportation decisions should be made in accordance with local laws and school policies.

Use of alcoholic beverages, tobacco, marijuana, and other substances: While attending any Kiwanis event that is produced primarily by or for the benefit of youth, adults are expected to refrain from using or being under the influence of alcoholic beverages, tobacco and/or marijuana products, even if prescribed for medicinal use. In addition, the use and/or possession of illegal drugs or the improper/illegal use of legal drugs is prohibited.

Medications: The possession of prescription and non-prescription medications by youth at a Kiwanis event should be permitted only by the written permission of the parent/guardian.

Reporting: If a Kiwanian observes troubling behavior involving a youth at a Kiwanis event or becomes aware of a situation that is illegal or potentially unsafe for a young person at a Kiwanis event, he/she must immediately contact the appropriate personnel at the event, as well as provide notification to law enforcement personnel as appropriate. All local, state, provisional and federal laws regarding reporting must be followed. If the Kiwanian becomes aware of the troubling behavior after the event, he/she must contact leaders of the event and provide notification to law enforcement personnel as appropriate. Kiwanis International offers a 24-hour, confidential helpline at 1-888-607-SAFE. The helpline can be used if you think a youth has been harmed or their safety and well-being are at risk.

Personal information: All documents bearing personal information of any youth attending a Kiwanis event, including registration forms, medical information forms, permission to treat forms, etc., should be treated as confidential. Processes that protect this information must be created, including minimizing the number of people who have access to any such documents. The documents shall be maintained a minimum of three years or longer, as may be required by applicable state/provincial laws and regulations. After the maintenance period has expired, the documents shall be destroyed in a way that maintains confidentiality, such as shredding. The disposal and destruction of all confidential information shall conform to applicable state/provincial laws and regulations.

Youth and social media: For any social networking site that involves requesting a connection (such as inviting someone to be a friend on Facebook), adults should never initiate such connections with youth. If a youth requests such a connection from a Kiwanian, the Kiwanian should use his/her best judgment in responding. Adults should treat their interaction with youth on social networking sites as though the interaction were occurring in public, in front of other adults and young people. In other words, if it would not be appropriate to say something to a young person in public, it should not be said as a comment on a social networking site either. Kiwanians should refrain from interactions that can be seen as excessive (such as constantly “liking” or commenting on a person’s posts on Facebook). Prior to posting any media online, such as photographs, obtain permission from any and all individuals (or parents, for minors) who appear in that media; it could be illegal to do otherwise.

See Kiwanis International Policy B for complete social media guidelines.

Behavioral or health issues: Kiwanians are often seen by a young person as adults to trust with personal and/or sensitive information. Kiwanians should refrain from counseling youth and should instead find, or assist the young person in finding, appropriate expert assistance.

Conflicts with other rules: Whenever these guidelines conflict with local school policies or rules, or local state/provincial, or national laws or regulations, the highest applicable standards for conduct shall prevail.

District administrator role in youth protection

It is essential to equip Kiwanis clubs and district administrators with the tools and best practices to provide a safe and secure environment for youth. As we serve both youth members and our community, we must hold ourselves and fellow members to the highest standards of conduct and awareness. In addition to new policies, we are introducing new resources for our Service Leadership Programs advisors at kiwanis.org/youthprotection.

We have training from Praesidium, Inc. via their Praesidium Academy training database, plus materials and training for chaperones. Also, we have introduced a 24-hour, confidential helpline at 1-888-607-SAFE which can be used if you think a youth has been harmed or their safety and well-being are at risk.

Outlined in the policies and procedures, all Kiwanis members serving as Key Club are required to meet the following:

- Complete, be cleared of and maintain a valid Kiwanis background check with our vendor, Safe Hiring Solutions, during their tenure. Checks are good for two years.
- Complete Praesidium Academy child abuse prevention and youth protection training modules. Training is good for two years.
- Review Kiwanis Youth Protection policies and procedures annually.

Kiwanis Youth Protection helpline 1-866-SAFE (7233)
Report abuse and policy violations to a trained professional
24 hours/7 days.

Tip: An online education course covering Kiwanis Youth Protection policies and procedures is available for any Kiwanian to review at kiwanis.org/youthprotection.



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Opening new clubs

District administrators are the primary drivers for new Key Clubs in their districts, supporting new clubs through the club-opening and chartering processes. District administrators should also seek opportunities in their districts to promote the program to potential host sites (schools, agencies, etc.).

Position requirements

- Provide communication and assistance between potential Key Club host sites and Kiwanis clubs as needed.
- Assist the Key Club district officers in developing effective strategies for membership recruitment, development and retention for existing Key Clubs.
- When a Key Club is chartering without a Kiwanis sponsor, certify to Kiwanis International that no Kiwanis club is available or interested in providing sponsorship.

Tip: Additional information and chartering resources can be found at keyclub.org

Your role in opening new clubs

Essentially, your primary role as a district administrator is to promote Key Club to potential sponsoring Kiwanis clubs and to support those that take on this commitment. There are four key players in the growth of new clubs: the Kiwanis club or other sponsoring organization, the high school or other youth-serving site, the Kiwanis district and Kiwanis/Key Club International. It is important to understand the role each of these people play in the start of new Key Clubs.

Kiwanis club*

Kiwanis clubs serve as sponsors of clubs in Kiwanis Service Leadership Programs (such as a Key Club). Kiwanis clubs make direct contact with the school and do the hands-on work in opening new Key Clubs. District administrators support these efforts by making sure the clubs are aware of resources like the In Your Community kits, the 10 steps to sponsorship (see below) and the chartering procedures. Kiwanis clubs may also need help identifying schools or other host sites. Ultimately, the best thing you can do for these clubs is to be available and be willing to assist where needed.

TEN STEPS TO SPONSORSHIP

Sponsoring a Key Club goes beyond providing funds. Here are the ten steps for a Kiwanis club to successfully sponsor a Key Club:

- 1. Appoint a Kiwanis Key Club advisor (or committee of advisors).**
- 2. Attend Key Club meetings and events.**
- 3. Include expenses in the service account for the Key Club.**
- 4. Meet with school leader(s) once a year.**
- 5. Ensure all dues and fees are paid.**
- 6. Ensure proper training for Key Club officers.**
- 7. Meeting with Kiwanis club and Key Club leaders once a year.**
- 8. Host or participate in joint activities.**
- 9. Invite Key Club members to Kiwanis club meetings.**
- 10. Ensure Key Club members have training opportunities beyond the club level.**

** According to the Kiwanis Youth Programs Inc. policy, a Key Club may be established in a high school or equivalent educational institution without a sponsoring Kiwanis club in accordance with sponsorship rules and guidelines set by the Kiwanis International Board of Trustees. See the Club support section for more information.*

Kiwanis and Key Club districts

Kiwanis and Key Club districts should promote Key Club to potential sponsoring Kiwanis clubs (or other sponsoring organizations). A Kiwanis district must make sure all Kiwanis clubs in the district are aware of Key Club—and what it takes to build and sponsor one. The district administrator, along with Key Club members, should promote Key Club at Kiwanis district events such as the convention. When more Kiwanis clubs are inspired and knowledgeable about Key Club, more Key Clubs open in that district.

Tip: Because of our great reputation, high schools often want a Key Club in their school before a Kiwanis club approaches them. The first goal is to link these schools with Kiwanis clubs in their community. The district administrator is key in making that connection. But remember: if a Kiwanis club is not available, the Key Club can still be chartered.

Kiwanis youth programs and Key Club International

Staff members at Kiwanis International develop and provide resources that district administrators (and other Kiwanians) can use to promote Key Club at the district level. Kiwanis staff works to build the brand identity and general awareness of the program—so when sponsoring clubs meet with school administrators, for instance, the administrators already have a positive feeling about Key Club. (Refer to the end of this section for a list of available resources.)

Putting it all together

As an overview:

- Kiwanis clubs build Key Clubs.
- District leaders (like you) educate and support Kiwanis clubs towards those efforts.
- Kiwanis International staff members provide resources for districts and build broad awareness of Key Club.

Ultimately, all of us working together in our respective roles will benefit Key Club and the students who join. New clubs open. Existing clubs grow stronger. More young people learn the value of service and fellowship.

Lieutenant governors' role with new members and clubs

Each Key Club lieutenant governor should be committed to strengthening clubs and opening new ones in their division. Work with the district board — particularly the lieutenant governors — to set goals and establish a plan to increase clubs and membership.

At the beginning of lieutenant governors' term, challenge them to identify all the schools in their division that do not have a Key Club. From this list, choose two schools to target for a new club. As the lieutenant governors work on these new clubs, check in with them. Offer assistance when needed or asked.

Here are a few other ways in which you and the lieutenant governors can support club openings:

- Focus on inactive and charter-revoked clubs in your district and work with them to re-activate these clubs.
- Approach Kiwanis clubs in your district about sponsoring new Key Clubs.

Starting a new Key Club

You and the committee will support all new Key Clubs, but your role will vary based on location, schedule and other logistics. Consider yourself the coach throughout this process: support the Kiwanis club, school/organization staff and incoming Key Club members. Once a Kiwanis club and/or a high school has expressed interest in sponsoring or starting a Key Club, you have three easy steps:

1. Find:

Find advisors, members and a place to meet.

The Kiwanis club needs to identify a local school or organization that would benefit from a Key Club—or a Key Club that needs help connecting with a local Kiwanis club or other organization for sponsorship. Advisors are appointed from the sponsoring Kiwanis club and from either the school or site. Once a core group of members has been recruited, they can often help assess the club's potential, create a prospect list, promote the club and invite new members.

Resources at keyclub.org include:

- The Key Club Advisor Guide
- Key Club Brand Guide -Information about Key Club logos, fonts, colors and more

2. Lead:

Get organized, file paperwork, train club leaders and build enthusiasm.

New members will need to adopt club bylaws, officially elect officers and directors, plan club meetings and start brainstorming service project ideas. Next comes the chartering process—gathering signatures, creating a roster, completing forms—making the club a reality.

Once the work is done, the club should celebrate! Do it with a charter presentation ceremony. Chartering options include:

Option one:	Option two:
Key Club gavel/block	Key Club gavel/block
Key Club charter banner	Membership pins
Membership pins	Membership cards
Membership cards	Additional resources
Additional resources	

For pricing, refer to Petition for Charter for Key Club. See below.

Resources at keyclub.org include:

- Petition for Charter for Key Club
- Charter presentation
- Installation of officers

3. Service:

Now club members can make a difference out in the community.

Planning and participating in service projects is a great way for members to gain leadership skills and make a difference. Each Key Club member should be willing to do at least 50 service hours per year.

Resources at keyclub.org include:

- Key Club Advisor Guide
- Hands-on service project ideas

Dues and club status

Beginning the year after chartering, the club must begin submitting district and international annual dues to Kiwanis International. District dues are electronically deposited on a monthly basis to the district's bank account, and the district administrator is notified of the deposit via e-mail.

The international dues remain at Key Club International. The international-level dues help ensure that crucial resources are available for all members, advisors and clubs:

- Resources for club opening and chartering, and inviting new members
- District and club officer training materials
- Support for districts and divisions
- Official Key Club website and social media accounts
- Weekly email updates to Key Club members and advisors
- International convention planning
- District and club awards
- Liability insurance

District dues can help offset the cost of some of the following: Traveling costs for the district's Key Club governor, mailings to district clubs, district events other than the convention, trainings, website fees, etc.

Dues-paying process

The Key Club fiscal year is October 1—September 30. Key Club faculty advisors are contacted via email announcing the opening of the Membership Update Center for the year (usually around the middle of September). Key Club faculty advisors need to update the information regarding club officers; then the club secretary, Kiwanis advisor or faculty advisor can enter the membership roster at keyclub.org/muc. Payment can be submitted online. If preferred, an invoice can be printed and mailed to Kiwanis International with payment.

Club status

A Key Club can have one of the following statuses: active, suspended, inactive or charter-revoked. A club's status depends on whether the club has paid its members' dues and how long since the dues have been paid. Here are details:

An **active** Key Club is a club in good standing.

- In September, all active Key Clubs are notified by Key Club International that it is time to pay the upcoming year's dues.
- If a Key Club pays its dues by November 1, the club will receive an "early bird" award, which Key Club International will mail to the faculty advisor.
- If the club doesn't pay by December 1, its status becomes "past due."
- If a Key Club fails to pay by February 1, it will enter "suspended" club status.

Once **suspended**, the club cannot use the Membership Update Center. To become active again, the club must follow these steps during that fiscal year:

1. **Create a roster (in Excel or Word).** Collect information from each member including: first and last name and email address. *Please include a note saying "delete all other members from current roster" to delete former members from the roster, or the club will be billed for these members as well.*
2. **Calculate dues owed.** Using information from keyclub.org/dues-reporting, determine the total amount due for the entire club.

OR

Request an invoice. To obtain an invoice, email the roster information above to memberservices@kiwanis.org and an invoice will be sent to the club.

3. **Identify the club.** When the dues have been calculated or the invoice has been received, include the club name and ID number on the check.
4. **Forward payment and roster.** Submit payment and roster online or print invoice and send along with a check to:
Kiwaniis Youth Programs
PO Box 6069 Dept 123
Indianapolis, IN 46206-6069

- When a suspended Key Club pays member dues, the club will regain "active" status.
- If no payment is received by October 1 (i.e., the beginning of the following fiscal year), the club's status will become "inactive."

An **inactive** Key Club is one that has gone one to two years without paying its membership dues. To regain active status, the club must reactivate by paying a US\$100 reactivation fee plus the current year's dues (both international and district) for each member.

- If a club reactivates, it will become an active Key Club.
- After two years of inactive status, a club becomes charter-revoked.

A **charter-revoked** Key Club is one that has lost its connection with Key Club. To become an "active" club again, a charter-revoked club must charter again at the full cost.

Resources are available at keyclub.org/charter.

Tip: When a Key Club re-charters, it can use the former Key Club number it requested at the time of its original charter. However, the club's charter date changes to the more recent charter date.

Resources from Kiwanis International

Find a variety of Key Club resources, including literature (some free), meeting items, apparel, gifts and recognition items at keyclub.org/store.

Kiwanis Service Leadership Programs informational brochure

This piece is a great tool to hand out to potential sponsors. It gives a brief description each program.

Key Club recruitment poster, 11" x 17"

This is perfect for back-to-school membership drives or sharing event information.

Key Club faculty and Kiwanis advisor guide

This toolkit is filled with information and tips on how to support a Key Club, including a calendar checklist for service and fundraising project ideas and much more.

Key Club pocket folder

This folder is handy for sponsor and other presentations.

Kiwanis club directory

This directory lists every Kiwanis club and contact information for each club. This is a great resource to use when trying to find a sponsoring Kiwanis club for a Key Club.



Club support

District administrators should offer regular communication and support to both Kiwanis advisors and faculty advisors. Administrators should find ways to recognize the work of the club advisors and develop means to help them do their best work.

Position requirement

- Collaborate with the Key Club district governor to create a communication plan for Key Club advisors and members. Focus on strengthening existing clubs.

Additional best practices

- Develop a schedule for communicating with both Kiwanis advisors and faculty/facility advisors with clear objectives and goals.
- Attend club meetings and divisional council meetings when invited or as possible.
- Provide educational materials and resources to advisors, including:
 - Service project ideas
 - Fundraising ideas
 - Preferred charity information
 - Information provided to you through weekly emails from Kiwanis International, as appropriate

How you support advisors

A district administrator's support for advisors varies by district. However, communication and training are two key roles of every administrator. Most of the questions you get will be easy to answer and will just require a reply. But when club advisors or school personnel have a more complicated issue, you will need to rely on the school's policies, the club's bylaws, the Key Club district bylaws and Key Club International bylaws and board policies when providing feedback. Kiwanis International staff can help you if you are struggling to offer the right answer or guidance. You have access to resources that connect you with Kiwanis and faculty advisors of the Key Clubs in the district.

Communication

Using the downloadable reports available through the Kiwanis online management system at keyclub.org/muc, you can get the mailing addresses for each Key Club in your district, as well as the email addresses for each club's Kiwanis and faculty advisors. With this information, you can create a schedule to communicate consistently with the advisors.

District administrators should have scheduled emails to club advisors ranging from weekly to quarterly. Some advisors are included in the lieutenant governor's monthly communication. Other districts help advisors stay engaged through the use of regular mail, posts on websites and social media, and Facebook groups.

You could use communications to:

- Promote upcoming district events.
- Reinforce the activities in the advisor monthly checklist. (Key Club advisor guide: keyclub.org/resources/club-advisor-guide/)
- Share successful service projects with pictures.
- Pass along messages from the weekly administrator email you receive from Kiwanis International.
- Suggest new service, fundraising or advocacy projects.
- Highlight new and/or important online resources.

You have the freedom to determine the most effective communication methods and information for the district. Of course, you are also responsible for continuously evaluating those methods' effectiveness. Stay up to date on your communications—and your effectiveness.

Tip: Refer to "Communication with Kiwanis International" in this guide for details on getting advisor contact information

District website

The district website is a great way to connect with members and advisors to promote the Key Club district. With supervision from the district administrator or a member of the Key Club committee, the district webmaster or an adult member of the Key Club committee will manage the district's website.

Consider including these resources/information:

- Board meeting minutes
- Building/starting a new club
- Calendar of events
- District administrator contact information
- District convention information & registration
- District history
- District newsletters/publications (including links to any past issues)
- District officer contact information
- Dues information
- Fun stories/news
- International convention information
- Key Club Alumni
- Circle K International
- Key Club Week
- Parent information
- Photo album
- Scholarship and grant information
- Subscribe to Key Club communication
- What is Key Club?
- Links to:
 - The district's social media sites, as well as Key Club International's sites
 - Key Club International website
 - Kiwanis district website
- Resources
 - Contest and award information
 - Project ideas
 - Officer job descriptions
 - Advisor resources
 - Recruitment resources

The Key Club district website should follow best practices—to protect the Key Club brand, but also the members and district. Here are a few tips to keep in mind:

- **Follow Key Club graphic standards.** Download the latest brand guide at keyclub.org/brandguide for information about official Key Club logos, fonts, colors and more.
- **Get a release.** If you are planning to use an individual's image—such as in photographs or video—you must have written permission to do so. A photo release can be downloaded at kiwanis.org/photorelease.
- **Protect the students.** If the district board's contact information is listed on the website, consider assigning each individual a Key Club-specific email address so his or her personal information isn't available. For example, keyclubgovCNH@gmail.com.

Training

Providing educational materials and training to faculty and Kiwanis advisors can be a challenging task because of the variety of needs and circumstances. Here are a few tips:

- **Use the Key Club Advisor Guide.** This tool is filled with information to help advisors mentor and support a Key Club.
- **Provide face-to-face training.** A Key Club district convention is an opportunity to offer workshops for advisors. Here are some ways to make trainings successful:
 - Seek exceptional advisors to lead these workshops (not just seasoned advisors).
 - Survey the attending advisors before they arrive about what they want covered.
 - Consider having sessions co-hosted by students to demonstrate Key Club's "student-led" philosophy.
- **Advisor e-learning.** For an overview of a Key Club advisor's role or more information on how to encourage members to become leaders, advisors can get the knowledge and resources they need at keyclub.org/advisoreducation.
- **Go digital.** Record webinars for advisors to view at their leisure. If you are new to webinars, you may want to start with one for new advisors. After, you may want to survey current advisors and ask what webinar topics they might want or need.
- **Use existing communication.** Training and education doesn't just take place at one time. Include tips, best practices and relevant how-to's in your regular communications with advisors.

By utilizing a combination of these training mediums, you can improve advisors' impact on the club—and on the experience of Key Club members.

Key Clubs without a Kiwanis sponsor

Traditionally a Key Club is sponsored jointly by a Kiwanis club and a school or other youth-serving organization. But Key Clubs can officially charter without a Kiwanis sponsor. For those Key Clubs, you will play a big role in helping them stay connected to the Key Club district.

In 2014, all of the Service Leadership Program district administrators discussed the issue of clubs that charter without a Kiwanis sponsor. Here are some of the results of their discussion.

The top five things a Service Leadership club, including a Key Club, will miss when not sponsored by a Kiwanis club are:

- Relationship with the Kiwanis family/mentorship
- Financial support
- Information and communication
- Access to social functions and community projects
- Leadership and training

A few suggestions to support these Key Clubs:

- Find another community organization or business to serve as the sponsor.
- Approach civic leaders in the community and get them involved.
- Encourage Key Club lieutenant governors to engage with these clubs.
- Encourage members to make an extra effort to understand the Kiwanis organization.
- Create a line item in the Key Club or Kiwanis district budget to support these clubs—with a focus on getting advisors and members to district training events.
- Connect an unsponsored Key Club with a sponsored Key Club.
- Have the closest Kiwanis club connect with the Key Club and invite the Kiwanians to Key Club projects and activities.
- Provide additional resources to help the Key Club find its own sponsorships.
- Encourage parents to be more involved with the Key Club.

How Key Club International supports advisors

Key Club International also plays a role in helping club advisors succeed. Once a Kiwanis or faculty advisor is designated for a club, that person begins receiving email communication.

First, new advisors are encouraged to connect with you, the district administrator. Then they are informed of these resources available from Key Club International:

The advisor guide. This tool is filled with information to help advisors mentor and support their clubs. A copy of the guide is mailed to each new club when they charter. It is also available as a free download at keyclub.org

Advisor e-learning. Interactive trainings meant to enhance the knowledge and skills of advising a Key Club are available at keyclub.org/advisoreducation.

The Key Club Guidebook. The guidebook contains Key Club International bylaws and board policies. It is revised and posted online annually. Download it for free at keyclub.org/guidebook.

Bimonthly e-newsletters. From September to May, Kiwanis International publishes a bimonthly (twice per month) e-newsletter for Key Club students and advisors. In these emails, an advisor will get updates, tips, activity ideas, resources and much more. You should receive a copy as well. If an advisor is not receiving these weekly emails, make sure that the advisor's information is entered correctly in the Membership Update Center.

Website. The Key Club website houses the latest resources and news about Key Club. Advisors are encouraged to bookmark keyclub.org.

Social media. The Key Club social media outlets allow members and volunteers to connect. Advisors are encouraged to follow these sites to know what Key Club students are seeing and saying.

- Facebook: facebook.com/keyclubintl
- Twitter: [@keyclub](https://twitter.com/keyclub)
- Instagram: [@keyclubint](https://instagram.com/keyclubint)
- YouTube: youtube.com/keyclubtv



THE VEE

KEY CLUB
VICE PRESIDENT

PREZ

KEY CLUB
PRESIDENT

Committee leadership

District administrators should oversee a committee of adults to help carry out district responsibilities. Therefore, administrators must be leaders and coaches—and good at putting people in positions where their strengths match the program’s needs.

Position requirements:

- Serve as chairman of the Kiwanis district committee on Key Club
- Train committee members to collaborate on the district’s goals for Key Club

Key Club district committee

Recruiting, training and leading members of the Key Club district committee is an important role of the district administrator. The district committee’s work will help you accomplish your required tasks and help build a succession plan for the district administrator position for Key Club. Building a committee also creates opportunities for more Kiwanians to become involved with Key Club.

Seek out individuals committed to Key Club’s mission—and whose talents meet the responsibilities of their positions. Consider recruiting former Key Club or Circle K members, as well as Kiwanis and/or faculty advisors. (In some districts, committee members must also be approved by the Kiwanis district governor and/or board.)

In most districts, this committee includes:

- **Assistant Key Club district administrator.** This adult partners with you in advising Key Club lieutenant governors, supporting advisors and serving as a liaison to Key Club board committees.
- **Zone/region administrators/chairs/advisors.** Within a given geographic area, these individuals advise Key Club lieutenant governors and the advisors in those divisions. They also serve as advisors to assigned Key Club board committees.

Consider the following positions as well:

- **Chair of event(s).** This individual would oversee events hosted by the Key Club district and would be responsible for district event management. When overseeing an event, the chairperson would work closely with the students to market the event, develop the program, oversee the budget, coordinate the registration and execute the event.

- **Chair of Key Club International convention tour.** This chairperson would coordinate district students who attend the Key Club International district convention. Tasks could include marketing the tour, coordinating/booking travel, planning itineraries, recruiting volunteers, registering students and chaperoning at convention.
- **Chair of October rally.** This chairperson would oversee the district's October rally. He or she would work closely with the students to market the event, develop the program, oversee the budget, coordinate the registration and execute the event.
- **Kiwanis advisor and faculty advisor representatives.** These individuals represent the interests of the advisors and give voice to their opinions and concerns. They would also bring the perspective of Key Club volunteers to the committee.
- **Chair of overseeing Key Club district finances.** With an understanding of the district's accounting and finances, this chairperson could work with the Kiwanis district, Key Club board and Key Club district committee to prepare the annual budget, manage the district's financial responsibilities, ensure fiscal policies and best practices are being followed and develop long-term financial strategies.
- **Chair of training.** This position would be responsible for working with the Key Club board to assess training needs, develop curriculum, coordinate training opportunities, secure trainers and execute training sessions.

It is acceptable for individuals' responsibilities to overlap. For example, each of the administrators/chairs/advisors in the zone or region could serve as one of the chairpersons as well. Ultimately you will determine the best committee structure for the district.

When building the Key Club budget, keep this committee in mind. Think about member expenses and determine what can be covered. Items to consider:

- Mileage reimbursement
- Kiwanis district convention stipends
- Key Club International convention stipends

A Key Club district committee is an important part of your responsibilities. It's a vital source of support for students and advisors—and for increasing the amount of programming in the Key Club district.

Annual planning and goal-setting

Where are we now? Where are we going? How will we get there? For questions like these, annual planning is an important way to form an answer.

Before getting started, review the Key Club International strategic plan. The goals outlined there should serve as a guide for establishing the district's strategic goals and priorities.

You'll also need to determine who will participate in the planning and goal-setting process. We recommend that you include members from the Kiwanis district board, Key Club district committee and the Key Club board.

Then what? Here is a simple process for developing the Key Club district's annual plan.

Step 1: Assess

Discuss the state of Key Club in your district. Topics to discuss:

- Membership
- Committees
- Key Club district board
- Kiwanis and Key Club interactions
- Technology
- Club resources
- District convention
- New club growth
- Key Club divisions
- Finances
- Contests and awards

Step 2: Mission

Review the mission of Key Club International and its five-year strategic plan.

Step 3: Vision

Where is the district headed? Discussing the vision is a way to discuss what the goals should be and what changes should be made. Each goal is the following:

- An ambitious, measurable, time-delimited goal
- A short description of the innovation you intend to create
- An honest answer to the question: What do you want?
- A complement to the Key Club International strategic plan

Step 4: Define objectives

Choose up to five objectives that support each goal (and Key Club's mission), capturing all the major functions of the Key Club district—including current activities, communications, marketing, culture, etc.

Make sure each objective is measurable, meaningful and realistic. Assign who will be responsible for each objective. Due to annual elections, you may have to use positional titles (such as governor, treasurer, etc.) versus names of individuals.

Step 5: Choose strategies

Identify one to five strategies that you will use to accomplish each objective.

Assign an owner to be responsible for each strategy. That owner will need to define how the strategy will be executed and how to measure its success.

Don't skip this step! Otherwise the plan will turn into an endless list of to-dos. Some strategies will fail, but if you analyze them afterwards, these failures become educational.

Step 6: Develop the plan

Identify the key activities and milestones needed to accomplish and assess the strategies. The plan can be as detailed as you want, and in whatever format makes the most sense for the district.

Tip: Find samples of Key Club district strategic goals in the *Resources* section.

Here is an example of an objective broken into strategies. Notice how the pieces fit together.

SAMPLE

Vision: Increase the attendance at the district convention by 25% in 2016.	
OBJECTIVES	STRATEGIES
1. Create social media campaign to promote. (Sam & web master)	<ul style="list-style-type: none"> a. Create series of social media posts to use to promote DCON that focus on benefits to the attendees. b. Schedule posts to go live over a period a time once DCON registration is open.
2. Target promotions to advisors in advisor communications. (district administrator)	<ul style="list-style-type: none"> a. Have a drawing for all advisors registered to attend DCON. b. Include messaging about DCON in all advisor communication starting in October.
3. Encourage Kiwanis clubs to sponsor Key Club members to attend. (Frank)	<ul style="list-style-type: none"> a. Reach out to Kiwanis Clubs A, B, & C and request sponsorships for students from their community to attend. (Lt. Gov from each of these divisions)
4. Find sponsors to reduce cost of event. (Angela)	<ul style="list-style-type: none"> a. Ask company A for sponsorship. (Angela & Gov) b. Ask company B for sponsorship. (Angela & Sec) c. Ask company C for sponsorship. (Angela & Treas)

This process can be facilitated by you, a member of the Key Club district committee, a member of the Kiwanis district board or an outside facilitator. When done correctly, this tool can be used to create great success in the Key Club district.



Communication with Kiwanis International

District administrators are the primary link between the Key Club district and the program's adult coordinators—including Key Club International staff and the Kiwanis International trustee serving as board counselor. Clearly, communication is important. It could include forwarding information, providing updates, responding to requests, providing assistance for billing and membership issues and representing the interests of Kiwanis International.

Position requirements:

- Assist with Key Club dues collection.
- Support Kiwanis International's efforts to maintain current records of advisors' names and contact information.
- Provide constructive input regarding program development.

Additional best practices:

- Forward news articles and photos for use on websites and in official Key Club International publications.
- Attend the Kiwanis International convention and assist Kiwanis International staff in promoting sponsorship of Service Leadership Programs.

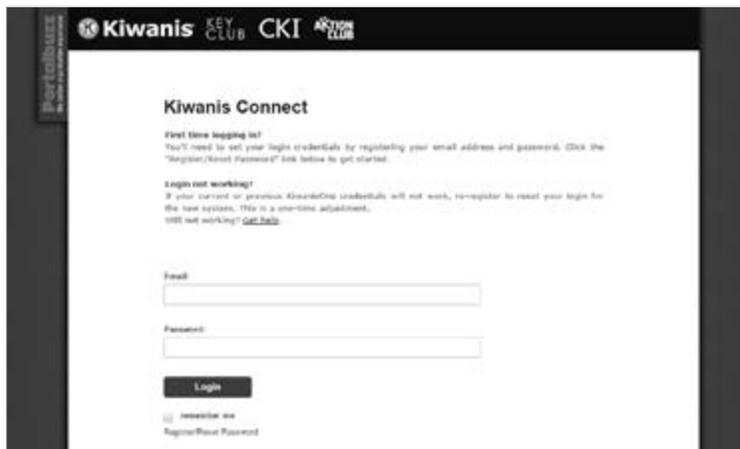
Kiwanis Connect: accessing membership and district data

In order to assist with dues collection and the maintenance of accurate contact information at Kiwanis International, district administrators must access information through Kiwanis Connect, Kiwanis' online reporting system.

Registration

All Kiwanis members can create a login for Kiwanis Connect. Whether certain features are available to you after login depends on your roles with the club, division or district. To register your login credentials for the first time, or to simply test the one you already have, the process is the same:

1. In your browser, go to keyclub.org/muc.
2. Click the register/reset password link at the bottom of the page.
3. Type your email address and click the submit button.
4. If the email address is already in the Kiwanis database, you'll receive email instructions for setting up (or resetting) your password. If the email address you enter is not found, you'll be prompted to send an email to member services to update your member profile with your new email address.



Home page

When you log in to Kiwanis Connect, you'll first be taken to the home page. Your name and the name of your Kiwanis club will be at the top of the page (next to the sign out button). Beneath that you'll have the ability to update your own personal information with the Edit Profile link.

Click the **SLP Reports** icon on the left to get to the SLP Reports.

The Service Leadership Programs reports

To access the Service Leadership Programs Reports feature, select your Kiwanis district under the drop-down menu when accessing Kiwanis Connect. Reports can be downloaded into an Excel document for the selected administrative year. The following reports are available for your use, and are generated in real-time for the most up-to-date information:

- **Key Club Membership Report.** This report provides a list of members by club for the district.
- **Key Club District Report.** This report provides an overview of information for each Key Club in the district including club ID and name, division (if applicable), charter status, number of members on the membership roster, dues amounts billed and owing, dues payments received, sponsoring Kiwanis club and advisor details.
- **Key Club Advisor Report.** This report provides full Kiwanis and faculty advisor details for each Key Club, including club charter status and background check status.
- **Key Club Online Education Report.** This report provides an overview of the completion status of online education modules for Key Club members and advisors.
- **District SLP advisor committee members.** This report provides a platform to report each district's SLP advisor committee members (if applicable).



Coming soon! The Kiwanis family will move to a new customer relationship management system – Kiwanis Engage. Kiwanis Engage will replace the Kiwanis Connect interface, providing great new features to empower leaders in their roles. Updated information will be shared as we transition to a new system.

Protecting our members

Included in these reports are the email addresses for members of Key Club and Circle K, and for the Kiwanis and faculty advisors for all of the Kiwanis-family SLPs. This information was provided to Kiwanis International solely so these individuals could be provided information and opportunities that optimize their membership experience. Please communicate with these individuals for this purpose only. The data should never be provided to external entities such as businesses or charitable organizations.

Advisor reports

The advisor report includes information about the faculty and Kiwanis advisors. For all advisors the report includes the advisor's:

- full name
- club name and club ID
- email address
- mailing address

For the Kiwanis advisor, the report indicates where a clear criminal background check is or is not on file with his or her Kiwanis club.

District reports

District reports include information from all of the clubs within a district. For all clubs the report includes:

- club name and club ID
- club start date (The date represents the last time the club was chartered or re-chartered. The time for the start date will always be represented as midnight.)
- club division (This information is only provided if reported at time of charter or later submitted by the district administrator.)
- roster status (Y=The club has updated members in the MUC and clicked the “roster finalized” button. N=The club may or may not have been in the MUC, but it has not clicked the “roster finalized” button.)
- number of members (If “Y” in roster finalized column, you can assume this is the count for the current year. If “N,” it means the club has not submitted the final roster for the year.)
- district dues owed (The amount calculated once membership is updated for the current year. This information is also posted at keyclub.org/dues-reporting.)
- district dues paid (The amount received by Kiwanis International for the current year.)
- international dues owed (The amount calculated once membership is updated for the current year.)
- international dues paid (The amount received by Kiwanis International for the current year.)
- total due (The amount due for the current year.)
- mailing address
- faculty advisor name, years of consecutive service, and email address
- Kiwanis advisor name, years of consecutive service, background check status, and email address
- sponsoring club name, secretary name, secretary email, and secretary phone number (If blank, the club has no sponsoring Kiwanis club.)

Membership reports

A Key Club membership report includes information about individual Key Club members. Reports can be downloaded for an entire club, or even for an entire district. In addition to member's names and ID numbers, the reports include other useful information:

- member email address
- member graduation year (This information can help you target your messaging to members. You might send seniors messages about scholarships and alumni opportunities.)
- officer position held (This information will only be provided if clubs report their officers. Use this to segment the membership in order to provide additional resources and training materials based on officer positions.)
- club name and club ID.
- status of club (A=Paid dues for the previous year, S=Has not paid dues for the current year, occurs in February, I=Has not paid dues for at least the past 2 years)
- division of club (This information is only provided if reported at the time of charter or later submitted by the district administrator.)
- district

Online education reports

A Key Club online education report includes information about who completed any online education sessions in your district. In addition to the student name and student ID, the report includes:

- the course title
- if the course was completed successfully
- club ID
- advisor name and email

To find out which online education courses are currently available, visit keyclub.org/advisoreducation.

Monthly advisor reports

Kiwanis International created a monthly reporting process to begin tracking club activities. Encourage your Key Club advisors to complete reports from August through May in the Kiwanis online reporting system. Only Kiwanis and faculty advisors have permission to complete their club's monthly reports, and they can do so with the following instructions:

1. Log into the Kiwanis online reporting system at kiwanis.org/login.
2. If advisors serve multiple roles for multiple clubs, they will be asked to choose their club advisor role from a drop-down menu.
3. Select the Monthly Report icon on the left-hand side of the screen.
4. Click the "Go" button for the intended report.
5. Submit the report once complete.

Please note: Advisors must select the youth club from the drop-down menu to be in the advisor role. Advisors that serve multiple youth clubs must log out and log back in to switch their role and access each club separately.

By completing a report each month, advisors will:

- Keep the club's contact information updated regularly by logging into our database.
- Establish a record of the club's activities for current and future advisors.
- Be able to email completed reports to the leaders of their school or community organization and sponsoring Kiwanis club to share the work their club has done.

Each district administrator will have access to completed reports within his or her district while in the district administrator role viewing the SLP Reports page in the Kiwanis online reporting system. This is a great way to find information to use when promoting programs at Kiwanis conferences and events. Other benefits Kiwanis will see as a result of advisors completing monthly reports are:

- We can learn about the school or youth-serving organization hosting each club.
- We can track club activities to learn which causes are supported, why they were selected and how they are being helped.
- We can learn about the advising experience.
- We can attract corporations and foundations to financially support the K-Kids and Builders Club programs.

Our partners

Kiwanis International welcomes corporate partners who align with our mission and preserve the trust of our members and the communities, children and families we serve. Our partner's products, services and reputation must:

- Be compatible with and complementary to Kiwanis' mission and values.
- Reflect a high degree of integrity.
- Demonstrate a track record of high-quality products or services.

Our partners bring value to a Key Club by providing services and products that enhance members' service and work in the community. There are four levels of partnership, each with a unique program or product that can complement a club's personality.

CLUB RESOURCE PARTNERS

Club Resource Partners provide value to Key Clubs in support of their service projects or fundraisers conducted in their local communities. They provide resources for club projects that increase impact and outcomes of those being helped by the Key Club project.

MEMBER BENEFIT PARTNERS

Member Benefit Partners bring value to Key Club members by supporting their personal interests, lifestyles, or hobbies. They may also bring access to new opportunities to engage in activities that stretch club members skills and capabilities as they learn from new experiences provided by the partner.

PREFERRED CHARITIES

As Key Club International preferred charities, partnering organizations commit to providing various in-kind promotions and access to Key Club members where possible, such as direct promotion via social media, or Key Club brand promotions through print and other media where appropriate. In exchange, organizations are recognized as Key Club International preferred charities, and the Key Club organization encourages local Key Club fundraising support, and service projects where applicable.

To learn more about Key Club International partnerships and current partners, visit keyclub.org/about/partnership.

Kiwanis Children's Fund

The Kiwanis Children's Fund's mission is to financially assist Kiwanis International in serving the children of the world. Our foundation provides that assistance thanks to gifts from Kiwanis family members.

In fact, those gifts fund one of the primary ways our foundation fulfills its mission—through grants. Those grants are crucial because they fund Kiwanis Service Leadership Programs such as Key Club.

If you have questions or would like more information, visit kiwanischidrensfund.org, call 1-800-KIWANIS, ext. 159 (U.S. and Canada) or +1-317-217-6159 (worldwide) or email us at grants@kiwanis.org.



Advising the board

District administrators serve as the district's Kiwanis representative to the Key Club governor and to the district board. Duties include supervising board meetings, coordinating board officer training and overseeing the Key Club district's finances.

Position requirements:

- Complete a district team agreement with the Key Club governor annually, and uphold each point of the agreement.
- Advise the Key Club district board.
- Coordinate training of the Key Club district board. Curriculum should include strategic planning and goal-setting, organizational and financial management, Kiwanis-family structure, team building and leadership development.
- Oversee management of the Key Club district's finances. Be consistent with policies and procedures of Key Club International and the Kiwanis district.
- Oversee the Key Club district's administrative operations.
- Serve as an *ex-officio* (non-voting) member of the Key Club district board.

Key Club district board

A student board of directors provides leadership within each Key Club district. Each district board is comprised of a governor, district secretary, district treasurer (or secretary-treasurer) and district bulletin editor. These positions are elected at the annual district convention. Duties commence immediately upon election.

In addition, each district is divided into divisions. Each division is led by a lieutenant governor, who is also a member of the district board.

Members of the district board

- **District governor.** Each district governor is responsible for the overall operations of the district board. He or she trains other district officers, appoints committees and assigns directives, builds and maintains relationships with other Kiwanis-family leadership and communicates district needs and desires to the international board liaison.
- **District secretary.** The district secretary is responsible for regular, formal communication within the district board, between the district and international boards and between the district and division or club. He or she keeps and reports all district minutes and maintains all records for the district.
- **District treasurer.** The district treasurer is responsible for monitoring district finances, creating and filing all appropriate reports and coordinating dues collection. He or she also contributes to the district newsletter and supports club treasurers.
- **District bulletin editor.** The district bulletin editor is responsible for coordinating, editing and distributing district publications. The editor also ensures adherence to Key Club graphic standards and notifies contributors of deadlines and requirements.
- **District webmaster.** The district webmaster is responsible for maintaining the district website and sharing news and event information on the website and through social media.
- **Lieutenant governor.** Each lieutenant governor is responsible for strengthening and opening new clubs within his or her division, and serving as a liaison between the Key Club district and the club. Duties include publication of a newsletter, club officer training and support, holding divisional meetings and serving on one or more district committees.

Tip: For a list of general duties and responsibilities—as well as distinguished awards information—for each position, refer to keyclub.org. Each role may also have additional duties that are district-specific.

Board responsibilities

The district board is the direct link to the clubs. The board provides mentoring, education and knowledge of service opportunities to each club in the district. Members are also responsible for the training and personal development of club officers. In addition, the district board coordinates division and district events.

Your work with the board

As the district administrator, you will work very closely with these officers, guiding and supporting them as they make decisions, plan events and lead their district. Ensure that your district is truly student-led—allow the board members to be Key Club’s voice in your district. Your role is to demonstrate service leadership and help them develop their own leadership skills.

Board training

Hold a board training session soon after the new officers are elected. An official training session is recommended, but it’s also a great idea to incorporate training throughout the year and at each board meeting. Items to consider including in the board training:

- Board introductions and team building
- Roles and responsibilities of each board officer
- Board communication
- District goal-setting for the year
- Building leadership skills
- Determining committees and committee chairs
- Review of new club chartering process
- Review of reports available on Key Club website
- Review of branding and graphic standards

Remember to have all of the newly elected board officers complete and submit medical release forms and code of conduct forms prior to the first board meeting/training.

Tip: In March, Kiwanis International will send a copy of the spring mailing to all district administrators. This mailing will include resources to aid district administrators in training new boards.

Board meetings

Every district board is limited to meeting at least four times a year, with one of these meetings occurring at the district convention. Additional meetings must be approved by both the Kiwanis district board and the district administrator.

The first board meeting should focus on training the new officers and planning for the year. A priority for the other meetings should be district convention planning.

Here are recommended agenda topics for board meetings:

- Financial update on the Key Club district
- Executive officers' reports
- District convention planning
- Committee reports
- Potential for and progress toward new Key Clubs and members in the district

You may choose to hold the board meetings in person, via the Internet or by a combination of both. However, you should always have at least two of the year's meetings in person.

Tip: Looking for Internet programs to use for board meetings? Try Google Meet, Zoom or Microsoft Teams.

Working with the new district governor

The district governor holds quite a bit of responsibility—so you will need to work closely with that person. In one of the first meetings with the governor, talk about your expectations for each other. In fact, put them in a contract or other written agreement. Some items to consider:

- **Communication guidelines.** How often will you check in with each other? What is the best method—phone, email or text? What time of day is the best to connect, and what time is too late to call or text?
- **Guidelines for communicating with the district board.** How often will each of you communicate with the district board? What is the best method for communicating with the other officers?
- **Conflict resolution.** How will each of you respond to the other when a concern arises in the relationship or with the board?
- **Email etiquette.** What is an appropriate amount of time to respond to emails? When representing the district in an email, what are some guidelines to follow? What types of information are appropriate to share over email—and what aren't?

In addition to a governor/administrator agreement, you and the new governor might want to start working on:

- Developing the district calendar
- Reviewing the district budget
- Reviewing agenda and meeting-planning procedures
- Training of the executive board
- Reviewing ICON tour plans with the executive board
- Reviewing Governor/Administrator Training Conference (GATC) plans/expectations
- Ideas for lieutenant governor training

And review the list of events that Key Club district governors should attend each year:

- District conventions at the beginning and end of term as governor
- GATC
- The Kiwanis International convention during the governor's term
- Key Club Leadership Conference
- All district board meetings
- The Kiwanis district convention or midwinter conference during the governor's term
- The CKI district convention during the governor's term

Governor/Administrator Training Conference

The Governor/Administrator Training Conference, often referred to as GATC (gat-see), is usually held in April after the last district convention. This conference provides training and education for incoming Key Club governors and district administrators. At GATC, new governors and administrators receive positional training and get some time to plan their year strategically.

Tips on working with high school students

Each person is different—but most high school students have some common characteristics. They're not yet adults, but they often think of themselves that way. So respect is important to them. Here are a few tips:

- **Challenge them** and allow them to have responsibilities.
- **Show enthusiasm, respect and encouragement.** Nothing is more important to students than knowing that you authentically care about their future.
- **Be approachable.** Students should feel comfortable coming to you with issues or concerns. That way, they will be more inclined to let you know when they're feeling uninspired. And when that happens, consider it a challenge to find a way to motivate them.
- **Be open to new ideas.** Even if your district has always done things the same way every year, it might be beneficial to try something new if the board has a good idea. Allow the members to try new ideas—and if they fail, help them learn from the experience.
- **Use text or email to communicate.** It is very common for teenagers to own a phone. But few of them actually spend much time *talking* on their phones. One of the best ways to communicate with the students is through emails and texts. Adults need to be sure to apply best practices in youth protection and add another adult to your message or call.
- **Remember: you can learn from them too.** As John F. Kennedy once said: "Leadership and learning are indispensable to each other."

Working with Key Club board parents

Keep the parents of Key Club board members informed about the Key Club district, and make them aware of the calendar of events. Such communication is vital to a good working relationship with their children. A great way to get the parents involved from the beginning of the Key Club year is to invite them to the last day of the board training—so you and the board can include them in the plans for the year and explain further what it means to be on the district board. If that isn't possible, send parents a letter and information in the mail.

REMINDERS ON YOUTH PROTECTION GUIDELINES

Youth and social media

For any social networking site that involves requesting a connection (such as inviting someone to be a friend on Facebook), adults should never initiate such connections with youth. If a youth requests such a connection from a Kiwanian, the Kiwanian should use his/her best judgment in responding. Adults should treat their interaction with youth on social networking sites as though the interaction were occurring in public, in front of other adults and young people. In other words, if it would not be appropriate to say something to a young person in public, it should not be said as a comment on a social networking site either. Kiwanians should refrain from interactions that can be seen as excessive (such as constantly “liking” or commenting on a person’s posts on Facebook). Prior to posting any media online, such as photographs, obtain permission from any and all individuals (or parents, for minors) who appear in that media; it could be illegal to do otherwise.

See Kiwanis International Policy B for complete social media guidelines.

Transportation

When transporting youth, the best practice is the “rule of threes,” with at least three people in the vehicle at all times, along with documented approval from a parent or guardian for the transportation arrangements. When both of these conditions cannot be met, one of them should be. All transportation decisions should be made in accordance with local laws and school policies.

Key Club district finances

You and/or the district's financial chairperson will oversee the preparation of the annual budget, manage the district's financial responsibilities, ensure fiscal policies and best practices are being followed, and develop long-term financial strategies. Please note that financial protocols differ among each district, so be sure to check the district's policies and procedures.

The district budget

You will need to work closely with the Key Club governor and treasurer to prepare a budget to propose. Feel free to reach out to the district office and the Kiwanis district treasurer for guidance.

It's helpful to use the previous year's budget as a guideline. Adjust figures to account for inflation, changes in district membership, change in the number of clubs, expected postal rate increases, etc. Then add any additional items for the year—such as new mailings, district shirts, district pins, new award programs, etc. Rank all items, current and new, in order of importance. This will help as you begin making decisions on potential budget cuts. This also helps determine where to begin cutting back if income projections are not met.

Once you have a proposed budget, the Key Club district treasurer should present it to the Key Club district board for approval. Following this approval, it must be presented to, and approved by, the Kiwanis district board.

Tip: Make certain the budget contains enough detail that when it is referred to later, there are no questions about how an amount was determined or how each amount will be used. Find samples of Key Club district budgets in the *Resources* section.



District event management

The district administrator, in conjunction with the Key Club district board, shall plan and execute the Key Club district convention.

Position requirements:

- Host an annual Key Club district convention, which involves the following:
 - Promotion
 - Program/schedule development (convention registration fees, keynote and workshop speakers, convention program with possible advertising)
 - Execution of event
- Ensure the planning and execution of all Key Club district board meetings and conferences.
- Assume responsibility at all Key Club district events.
- Coordinate annual elections, contests and awards.
- Annually submit the District Report Form.

District convention

The Key Club District convention, commonly referred to as DCON (dee-con), is an annual convention usually held in each district in the month of March or April.* District conventions provide an opportunity for Key Club members to learn about various topics that will help them improve their clubs and their own lives. According to the Key Club guidebook, here are the goals that should be met at district conventions:

- Recognize Key Clubs and individuals for outstanding service during the year.
- Build enthusiasm and motivate membership.
- Educate and inspire Key Club officers and members.
- Train new Key Club officers.
- Elect new district officers and conduct the business of the district.
- Share ideas, projects, and experiences with hundreds of Key Club members.

The district board and the district administrator, often with the help of the Kiwanis district office, work together to plan the district convention every year. The next few pages will outline some of the main components of planning a successful district convention.

**Some districts now refer to their district convention as leadership conference because schools are more likely to allow students to be out of class when this title is used.*

District convention budget

In the convention budget, the expenses and income will be outlined. During the evaluation, here are a few of the larger expenses to consider:

- Lodging
- Catering for meals
- Audio-video/lighting and stage
- Giveaways/souvenirs
- Name badges
- Signage
- Printing

Find samples of Key Club district convention budgets in the *Resources* section.

When evaluating income, consider:

- Possible grants from the Kiwanis district foundation
- Funding through the Kiwanis district
- Sponsorships
- In-kind donations
- Registration fees

It's important to determine a registration fee that is affordable for attendees—but one that will still cover expenses. Examine the district convention budget closely, and identify as much alternative funding as possible.

Agenda/program

The district administrator works with the Key Club district board to develop the convention agenda. Refer to the Key Club district bylaws to identify what is required. The standard district bylaws state that the following must take place at every district convention:

1. Address by the governor of the sponsoring Kiwanis district, or by his or her representative.
2. An oratorical contest on a subject selected by the Key Club International board, conducted under rules prescribed by that board.
3. Submitting and judging of entries in the scrapbook contest.
4. Nomination and election of officers for the ensuing year. Find tools for elections on the District Report Form page.

Workshops and speakers

As part of the Key Club district convention, the agenda should include educational and motivational sessions for the Key Club members and advisors. This is usually provided through workshops and general-session speakers. The district board will be responsible for coordinating this, with your support. Let's look at some of the relevant subjects related to education and motivation, with tips to share with district board members.

Selecting topics and speakers:

- Review what has been offered in the past and discuss what has served attendees best.
- Survey Key Club members and advisors for topic ideas.
- Connect with other districts to identify their five best workshops.
- Look at the Key Club International convention program to get topic ideas.
- Identify the talents of each board member.

Ensuring a good experience:

- Make sure workshop rooms are marked so participants can easily find their selected workshop.
- Have participants complete an evaluation at the end of each workshop.
- Set up each room with the supplies (e.g., flip charts, markers, screens, Internet, etc.) requested by each speaker or workshop presenter.
- For each workshop, a volunteer should be assigned to introduce the speaker, ensure that everything runs smoothly, collect evaluations and thank the speaker.
- Consider a small thank-you gift for each speaker.

Chaperones

Chaperone: A chaperone is defined as a Kiwanis member, faculty member, parent, legal guardian or person who is in loco parentis, twenty-one (21) years of age or older, who has been approved by the school or agency and registered with the school or agency to accompany the youth members at the specific event.

CHAPERONE ADDITION

Chaperones for overnight events: A minimum of one adult per 10 students must be serving as chaperones during the entirety of an overnight event. All chaperones (club members and non-members) participating in any single-day or overnight Service Leadership Programs event must have a clear criminal history background check and must have completed Kiwanis International annual youth protection training. Additionally, chaperones must follow all applicable policies and procedures.

Chaperones for single day events: A minimum of one adult per 50 students must be serving as chaperones during the entirety of a single day event. All chaperones (club members and non-members) participating in any single day Service Leadership Programs event must have a clear criminal history background check and must have completed Kiwanis International youth protection training. Additionally, chaperones must follow all applicable policies and procedures. All local, state, provincial, and federal laws regarding reporting must be followed.

Elections

The executive officers of the Key Club district board are elected during the district convention. These positions include the governor, secretary, treasurer (or the secretary-treasurer), and the bulletin editor (where applicable). The other positions on the board, such as lieutenant governors and committee chairs, may be elected or selected at a different time. Refer to the district bylaws for the specific policy.

For positions filled by election at the district convention, here is the general process. (Of course, you should refer to the district bylaws for specific policies.)

Prior to convention: Interested candidates must review the candidate packet and submit a service agreement to the district. The service agreement is a list of responsibilities that each candidate signs to state that they understand the position and are willing to complete the duties of the office. The elections committee for each district creates the candidate packet, which normally contains the service agreement, officer descriptions, convention details, candidates responsibilities, speech lengths, etc.

The district administrator should meet with the candidates before elections occur. At this time, you can go over the responsibilities, as well as the time and effort that each officer must contribute during the year to have a successful Key Club district.

At the convention: Refer to the Key Club district bylaws for information on the election process specific to the district. In addition, remember a few other considerations:

- Use a ribbon or wristband to designate voting delegates.
- A nominating conference is an option if there are more than two candidates for a position. During this process, voting will take place and two candidates should remain for each position. Losing candidates may be considered for endorsement for Key Club International positions.
- The candidates will usually give a speech at the House of Delegates. After voting, ballots will be collected. The district bylaws will identify who counts the votes, what happens to the ballots after the election and what to do in case of a tie.
- The elections committee can also review the campaign rules to be enforced during the election process.

Tip: Have the district's governor candidates make a copy of the service agreement to hand to the principal to ensure he or she is aware of the position's time commitment and responsibility.

International officer candidates

When a Key Club member or officer in your district decides to run for Key Club International office, he or she must first receive the endorsement from their home district. Each district can endorse only one candidate for the office of president or vice president and only two candidates for the office of trustee. At the district convention, the district votes on which candidates it will endorse for Key Club International office. Upon endorsement, Key Club International staff will send candidates all the necessary paperwork to complete prior to the election. Candidates must then be elected by those in attendance at the annual Key Club International Convention.

The district administrator should meet with any potential Key Club International candidate to review the position and responsibilities from the district before he or she is endorsed.

Contests and awards

Each year, clubs and individual members have an opportunity to showcase their accomplishments by entering the Key Club International contests. For rules, deadlines and judging criteria for each award, please refer to the Key Club Guidebook at keyclub.org/guidebook. Each district determines its own process for when the contest judging will happen and who will judge. Score sheets for each contest can be found at keyclub.org

How it works:

Submissions for both club and individual contests and awards will go to the district for judging. Winners at the district level are then submitted for competition by the first Friday in May at the international level. All international winners are recognized at the Key Club International convention.

All club awards and contest entries must first be submitted to the district and judged at the district convention. Winning submissions by the first Friday in May are then eligible for entry at the international level.

The club awards and contests are:

- Club poster contest (digital and non-digital categories)
- Club video contest
- Signature Service Award
- Scrapbook contest (traditional, nontraditional and digital categories)
- Single Service Award
- Distinguished Club Award (judged at the district level and recognized at the Key Club International convention)

The individual member awards and contests are:

- Distinguished district governor
- Distinguished district secretary
- Distinguished district treasurer
- Distinguished district secretary-treasurer
- Distinguished district bulletin editor
- Distinguished district webmaster
- Robert F. Lucas outstanding lieutenant governor
- Outstanding district officer
- Key of Honor, recognizing an adult volunteer
- Oratorical contest
- Talent contest

October Rally

Most districts plan an October rally, during which Key Club members from the district gather for a day of fun and leave motivated to have a great Key Club year. October rally events vary by district. For instance, some plan a day at an amusement park. Others have a day of workshops and educational sessions.

5 THINGS TO CONSIDER IN A HOTEL CONTRACT

1. Determine whether a multi-year or single-year contract is right for the event. If you plan to have the event in the same town or city for a few years, a multi-year contract can lock in room rates and the flexibility to negotiate other matters, such as lower sleeping room rates, complimentary meeting rooms, reduced food and beverage minimums, etc. Check with the district to see who is allowed to sign contracts.
2. Choose a location that is appealing to participants and also has restaurants and shopping within walking distance. Also consider how far participants will need to travel to get to the location.
3. In some areas, weather can be unpredictable from February through April. Ask for an inclement weather clause, or find out the policy on cancellations or rescheduling.
4. Most hotels will negotiate fees. See whether the hotel will offer free or discounted meeting room space when a certain number of sleeping rooms are booked, or when the catering order is large enough. Also try to negotiate set-up fees, parking fees and see if the hotel has its own A/V provider.
5. Be aware of an attrition clause in the contract. The attrition clause usually stipulates that 80% of the reserved sleeping rooms must be used or a penalty will be incurred.

District report form

Key Club International will email this form to all district administrators before district convention season begins. This report is due to Key Club International within 15 days after the district convention. In this report, you will be asked to share the following information:

- Endorsements for Key Club International officer candidates, along with the names of the nominating committee.
- Names of the clubs who won contests at district convention.
- Details on how the district convention went, including number of participants, amendments to district bylaws, etc.
- Names of the newly elected district board officers.

Planning a Key Club International convention tour

Key Club International convention, commonly referred to as Key Club International convention, usually occurs during the first week of July. Each district sends a group of Key Club members and chaperones to ICON each year. This is referred to as a district tour.

As early as February or March, Kiwanis International emails all district administrators with information about registering district tours, submitting payment, reserving ICON hotel rooms, district suite assignments, etc. Most of the registration process is done by email and must be completed by each district. The Kiwanis district office may help the district administrator with ICON registration and tour planning.

After registration for your district is completed online, Kiwanis International will email registration confirmation packets. Included in these packets are several forms that each student will need to have completed and signed by a guardian, such as a medical release form and code of conduct agreement. You will need to collect all of these forms. Upon arriving at the hotel for ICON, you will submit all the paperwork for each student at the registration table.

If the Key Club International convention is to take place in your district, you and your district might be asked to help with planning, which could include suggesting a Kiwanis and a Key Club host chair, providing suggested sites in the host city for attendees, finding volunteers for the registration and contest tables, and serving as the welcoming committee. Key Club International will provide guidelines for the host district and committee.

Visit keyclub.org for more information about the upcoming Key Club International convention.

Resources

Service Leadership Programs overview

Kiwanis International has been sponsoring youth programs ever since the first Key Club was chartered in 1925. Since then, other programs have been added—including Aktion Club for adults with disabilities—and each has enjoyed continued membership success. Around the world, these Service Leadership Programs have become core projects of sponsoring Kiwanis clubs. Each SLP belongs to one of two categories: service clubs or programs/initiatives.

SERVICE CLUBS

K-Kids

Established: 1990

Mission: K-Kids is an international student-led organization providing members with opportunities to perform service, build character and develop leadership.

Members: Elementary school students ages 6–12

Website: kkids.org

Builders Club

Established: 1975

Mission: Builders Club is an international student-led organization providing members with opportunities to perform service, build character and develop leadership.

Members: Middle school students ages 11–14

Website: buildersclub.org

Key Club

Established: 1925

Mission: Key Club is an international student-led organization providing its members with opportunities to perform service, build character and develop leadership.

Members: High school students ages 14–18

Website: keyclub.org

Notes: Key Club is governed by a student board of current members.

Circle K International

Established: 1936

Mission: CKI is an international student-led organization seeking to develop college and university students into a global network of responsible citizens and leaders with a lifelong commitment to service.

Members: Students enrolled at an institution of higher education

Website: circlek.org

Notes: CKI is governed by a student board comprised of current members.

Aktion Club

Established: 1987

Mission: Aktion Club provides adults living with disabilities with an opportunity to develop initiative, to learn leadership skills and to serve their communities.

Members: Adults (18 and older) who have a disability

Website: aktionclub.org

Notes: Aktion Club has seen membership success over the past 10 years

INITIATIVES

Meeting Kits

Key Clubs have more flexible ways to meet than ever before. We have resources to make meeting and serving easy, impactful and fun. That's why we created Key Club meeting kits. The kits serve as a resource for club leaders and advisors and simplify one aspect of running a Key Club. They also serve as an example for club officers of how to operate meetings. Every kit focuses on a different theme that offers learning and service options for your club. Your club can use the entire kit, using the agenda as a guide and exploring corresponding resources within the agenda as you go. Or you can opt to use the icebreaker activities, watch videos or choose service project ideas without using the entire agenda to structure your meeting. Learn more at keyclub.org/meeting-kits-guide/.

Global Leadership Certificate

These online courses are based on Key Club's core values of fellowship, leadership and service. Students will learn traditional skills as well as in-demand soft skills such as emotional intelligence, empathy, resiliency and more. This program won't just help them stand out as a candidate for colleges/grad school, trade schools or employers — it will also help them become stronger leaders and

changemakers. Students have access to courses on topics ranging from building meaningful relationships, strategic vs. tactical leadership, self-awareness, inclusion, civic engagement and being an agent for change. The learning platform allows participants to work at his or her own pace and includes videos, assessments, resources and activities. The cost of the Global Leadership Certificate is included with membership fees. For more information, visit keyclub.org/global-leadership-certificate-program/.

Culture of Care

Our student leaders are our No. 1 ally and resource in creating world-class experiences within Kiwanis Service Leadership Programs. Our Culture of Care initiative provides students with the training and resources to be their schools' leaders in preventing bullying, reducing incidences of violence, understanding healthy relationships and personal boundaries and more. Learn more at kiwanis.org/cultureofcare.

Key Leader

Key Leader is a life-changing leadership program for students ages 14-18. The curriculum focuses on Service Leadership as the core tenet for everything we do. The five principles of the program include Integrity, Personal Growth, Respect, Building Community and Pursuit of Excellence. There are two opportunities for all high school students to participate in the Key Leader experience.

VIRTUAL KEY LEADER is available anywhere in the digital world. It is a self-directed, individualized program that can be followed online with a workbook to complete the inquiry questions. In addition to readings, there are a variety of video programs on each theme. Each section is introduced with an instructional video on mindfulness, with exercises that can be done at any time or place.

Website: kiwanis.org/virtualkeyleader

IN-PERSON KEY LEADER WEEKEND is available in selected locations throughout the world at a camp/conference center. The full group sessions are led by a trained lead facilitator with small group discussions led by peer student facilitators. A challenge course of team-building activities is a popular option during the weekend. Participants stay overnight at the center and all meals plus materials are supplied. A local team of Kiwanis volunteers partners with Key Club International to market the weekend and handle all camp logistics. Scholarships are generated by the volunteers to help students pay the registration costs. For details on event locations and cost visit key-leader.org/register.

Website: key-leader.org

Key Club Alumni

Once a Key Club member graduates, a whole new chapter begins. Service is a lifelong journey, and no matter where a student goes from here, Key Club stays with them. After high school, former Key Club members are encouraged to stay engaged through the Key Club Alumni initiative, which allows them to stay in touch with other former members and to reinvest in the organization. Visit keyclub.org/alumni. To continue a life of service with Kiwanis International, Key Club graduates are given the opportunity to become associate members of Kiwanis. Work with your Kiwanis advisor on how to join in your community. Visit kiwanis.org.

WHAT'S NEXT?

Kiwanis International also sponsors Circle K International, the premier collegiate community service organization. The collegiate years are the crossroads of life — time to choose a path and follow a passion. Key Club alumni may choose to make a difference in the world by giving back to others through Circle K International (CKI). Visit circlek.org.

Website resources

Key Club Advisor Guide	keyclub.org/advisorguide
Key Leader	key-leader.org
Key Club International Convention	keyclub.org/convention
Key Club Guidebook	keyclub.org/guidebook
Kiwanis club locator	kiwanis.org/findaclub
Kiwanis One Day information	kiwanis.org/oneday
Kiwanis Youth Protection policies	kiwanis.org/youthprotection
Membership Update Center	keyclub.org/muc
SLP club chartering information	kiwanis.org/charter
Youth Opportunities Fund	keyclub.org/yof

Acronyms

CKI	Circle K International
CMN	Children's Miracle Network
DA	District administrator
DCM	Divisional council meeting
DCON	District convention
GATC	Governors and Administrators Training Conference
ICON	International convention
IT	International trustees
KC	Key Club
KCI	Key Club International
KI	Kiwanis International
KICKCA	Kiwanis International Committee of Key Club Administrators
KOH	Key of Honor
LTG	Lieutenant governor
ME	Major Emphasis
MRF	Monthly report form
MUC	Membership Update Center
OTC	Officer training conference
RA	Regional advisor
RTC	Regional training conference
YOF	Youth Opportunities Fund

Definitions

District administrator: The person appointed by the Kiwanis district responsible for carrying out the administrative functions of the district, planning the logistics of the district convention and training conferences, and advising the Key Club district board and committees. This person also assists clubs and advisors when necessary.

District convention: A three-day event held each spring by each district. During “DCON,” executive officers are elected, club officers are trained, members are educated and ideas are shared between clubs. Visit your district’s web page for more information on when and where your district convention will be held.

District governors: The chief executive officers of a district. This person works closely with other Key Club International and district officers to strengthen and expand Key Club. The district governor appoints all standing and temporary district committees and presides at the annual district convention and other district meetings.

District report form: This form is updated annually and sent to district administrators by Key Club International staff prior to district conventions. The report must be completed within 15 days of the Key Club district convention. The report includes such information as district officers, endorsed candidates for Key Club International office, district contest winners, district dues and amount for the coming year.

Divisional council meeting (also referred to as the presidents council meeting): An informative meeting led by the lieutenant governor that provides updates on divisional and district happenings and an opportunity for one-on-one assistance for clubs. Officers and members from each club are highly encouraged to attend. Advisors are also welcome. Often service projects and social events are carried out in conjunction with these meetings.

Governors and Administrators Training Conference: A training conference, often called GATC (gat-see), conducted each April/May by Key Club International for Key Club district administrators and newly elected Key Club governors. It is conducted in the host city of the next year’s international convention.

Key Club International convention: A weeklong event, ICON is held in early July every year. Key Club members from around the world gather to learn, share ideas, elect new international officers and make decisions on the international level. Each Key Club is encouraged to send members to this event.

Key Club International Board of Trustees: Key Club is led at the international level by a student board of trustees, representing many districts. Key Club International offices include president, vice president and 11 trustees. Each trustee is responsible for acting as a liaison between the Key Club International board and at least two Key Club districts.

Key of Honor: The highest recognition award presented by the Key Club International board. The award honors a person who has made a lifelong positive impact upon youth in general and Key Club specifically, or an organization that has shown long-term support of youth and Key Club programs. Nomination criteria can be found in the Key Club Guidebook. Nominations must be received at the Key Club International office by the first Friday following January 5 of each year.

Kiwanis International Committee of Key Club Administrators (KICKA): Open to all individuals serving as Key Club district administrators, the organization:

- Provides for and encourages the advancement and improvement of Key Club within all districts;
- Coordinates various activities of the association and supports the individual members;
- Provides an informational forum for the member districts.

There is an executive committee composed of a president, vice-president, and secretary-treasurer. Meetings occur during the Key Club International Convention, the Governors and Administrators Training Conference, and the annual winter meeting of the administrators.

Lieutenant governor: The chief administrative officer within the division. This person serves on the district board as a representative for a set area of the district and communicates important information between the district and club levels. The lieutenant governor also coordinates and leads division council meetings and division rallies, and provides training and support to club presidents.

Major Emphasis: An international program that started in 1946 to focus Key Club's energy on making an international impact.

Membership Update Center: This is the database that all Key Clubs use to update membership status for their members. The faculty advisor and the club secretary have access to this database through Kiwanis International. For a tutorial, visit kiwanis.org/mucvideo.

Monthly report form: Forms that summarize the service each Key Club does every month. The secretary from each club is in charge of completing and sending it to the district each month. These forms are used by the lieutenant governor and district to monitor how each club is doing and to provide necessary assistance.

New-officer information sheet: This form provides the district with the position, name, address, phone number and email addresses of each officer of a club. It also includes meeting dates and other basic club information. These sheets are filled out and submitted to the lieutenant governor after each election, and whenever there is a change in position or contact information.

Officer training conference: A conference designed to train club officers, usually conducted by lieutenant governors and adults working with the district administrator.

Project Happiness: The Kiwanis International Board of Trustees challenged the leaders of Kiwanis' Service Leadership Programs to help put an end to bullying in schools. Research shows that current anti-bullying campaigns are actually making the problem worse. Therefore, Key Club teamed up with the nonprofit organization Project Happiness to create a "happiness toolkit" that clubs can use to spread happiness in their schools and communities. More information on this initiative can be found at keyclub.org/projecthappiness.

Regional advisor: Assists the district administrator by serving as a resource for a specific area of the district. The position serves as an advisor to a given number of lieutenant governors and assists with the logistics of division council meetings, rallies and officer training conferences.

Regional training conference: A conference designed to train club officers and advisors within a given area of the district, usually conducted by lieutenant governors and adults working with the district administrator. It educates Key Club members about changes, new programs and program areas of the organization.

Sergeant-at-arms: An officer whose duty includes maintaining order and security.

Youth Opportunities Fund: An endowed fund for Key Club International within the Kiwanis Children's Fund. This fund uses earned interest to provide grants to clubs for service opportunities. There are two opportunities per year to apply for a grant from the Youth Opportunities Fund. The applications for the first cycle must be received by October 15 at 11:59 p.m. EDT. The applications for the second cycle must be received by March 1 at 11:59 p.m. EST. The YOF was established through a portion of the Key Club International dues and through the purchase of G. Harold Martin Fellowship. Applications can be found at keyclub.org/yof.

Key Club district annual planning and goal setting samples

SAMPLE PLAN #1

FIVE YEAR DISTRICT PLAN

Prepared by district governor, and the executive and district boards.

Critical issue 1: committee work

GOAL

Increase the amount of cohesive committee work within the district.

Recommended action:

- ESTABLISH directives for each committee at the beginning of their terms and the Key Club year.
 - Create a set list of specific goals for the committee for the year through collaboration with the governor and chairperson.
 - Establish deadlines by which tasks must be completed.
 - Include at least one specific inter-committee relationship in directives that encourage committees to work together.
- CONTINUE to host the annual Kiwanis Family benefit dance.
 - Include organization of this event in the directives of the Kiwanis Family Relations committee.
 - Encourage Kiwanis Family Relations committee to delegate tasks to other district committees including: decoration, promotion, and registration.
- ESTABLISH a monthly call with all committee chairs to increase collaboration and idea-sharing between the branches of the board.

Critical issue 2: transition between boards

GOAL

Increase the effectiveness of the transition period between boards.

Recommended action:

- CREATE a survival kit for each successor that includes the following information:
 - Timeline of events outlining all prominent deadlines and event dates for each position, along with a general outline of duties by month.
 - Communication inventory outlining all modes of communication used by the predecessor during the year, including, but not limited to: Skype, Google +, conference calling, email, and Facebook.
- ENCOURAGE communication between each immediate past board member and his or her successor greater than the post-convention board meeting on an agreed upon basis.

Critical issue 3: involvement of specific divisions

GOAL

Increase the involvement of Division 7 and other weak divisions in the district at district events and programs.

Recommended action:

- DETERMINE a new procedure for establishing a lieutenant governor in divisions who have no candidates during convention.
- ENCOURAGE participation of weak divisions in district activities (a weak division may be characterized by lack of a lieutenant governor, low attendance at district events, and/or little communication with the district.)
 - Seek a lieutenant governor(s) at the beginning of every term or appoint a lieutenant governor(s) of another division to serve for this division.
 - Establish communication with officers, advisors, and sponsoring Kiwanis clubs in said division.
 - Ensure that promotion for events reaches the club leadership in said division.
- TARGET promotion at clubs who have not attended district events in the past to increase the number of “first-timers” at convention each year.

Critical issue 4: membership development

GOAL

Increase district membership through promotion and resources.

Recommended action:

- CELEBRATE the differences between other service clubs and Key Club, such as:
 - Key Club is a global organization doing service projects that impact local communities and the entire world.
 - Key Club is the largest student-led organization, meaning leadership opportunities for Key Club members are far greater than for other service organizations.
 - Key Club is a fully inclusive organization, with no membership requirements, meaning its diversity surpasses other service organizations.
- EXPLAIN to members why Key Club's core values of leadership, caring, character building, and inclusiveness make it unique.
- INCREASE parent involvement and awareness.
 - Promote parent section of the website.
 - Send resources to clubs to distribute at freshman orientations, open houses, parent-teacher conferences, etc.
 - Develop specific Key Club and parent service projects.

Critical issue 5: distribution of resources

GOAL

Increase the effective distribution of resources in the district and their utilization by clubs.

Recommended action:

- ENSURE that all materials essential to running a club (i.e., service directory, membership kits, etc.) are updated by the summer board for lieutenant governors to distribute on club visits.
- SURVEY the membership after distribution of resources to gain feedback to use for updating next year's materials.

- UTILIZE technological means already in place.
 - Regroup the resources on the website so that all resources from committees are in the same location.
 - Upload resources to social media when they are relevant to clubs or provide a link to the website where resources can be found.
 - Bundle resources from all committees and set fewer release dates throughout the year with multiple resources being released on each date so that they are more noticed by clubs.
- PROMOTE resources at established district events using alternative methods such as stickered candy and presentations.

Critical issue 6: Kiwanis and Key Club interactions

GOAL

To improve the relationship between Key Club and Kiwanis in the district.

Recommended action:

- ENCOURAGE communication between Key Clubs and Kiwanis clubs.
 - Invite Kiwanis members to meetings and district events.
 - Keep the Kiwanis district board up to date with Key Club events and projects.
 - Represent Key Club at Kiwanis events (both at the district and the club level).
- EDUCATE Key Club members on how Kiwanis can help support our organization.
 - Offer workshops about Kiwanis and Key Club interactions at district events each year.
 - Explain the ways Kiwanis can support individual Key Clubs in funding projects and providing volunteers.
- INITIATE discussion specifically on the relationship between Key Clubs and their sponsoring Kiwanis clubs.

Critical issue 7: technology

GOAL

Continue to provide resources and information to the district.

Recommended action:

- CREATE training materials for the website for club officers, advisors, and Kiwanis members.
 - Utilize video recording software.
 - Host on the website for Key Club members to access.
- CONTINUE to publish all resources made by the board on the website.
 - Each board member should add his/her newsletters to the website each month.
 - Allow district committees to have a portion on the website to publish resources and committee information.
- EXPLORE ways to add all club officers to an email list for the district to better distribute resources.
- MONITOR emerging technological mediums and utilize the effectiveness of using said mediums for the district and promotion of Key Club.
 - Continue to build upon media outlets if they remain effective and relevant.
 - Gauge effectiveness of each technological medium for future Key Club boards.
- DETERMINE the appropriate personnel and method of qualification to manage technological resources.

SAMPLE PLAN #2

DISTRICT OF KEY CLUB INTERNATIONAL

Five Year Plan Summary

Mission: Key Club is an international, student-led organization providing its members with opportunities to perform service, build character, and develop leadership.

Vision: We are caring and competent servant leaders transforming communities worldwide.

District issue 1: membership growth

OBJECTIVE 1.1

Have increased the number of clubs in the district to 165 clubs by the end of the year.

Club history:

- List the number of clubs within the district for previous and the current year.

Tactics:

- Charter or reactivate one club per division each year.
- Retain all existing clubs within the district each year.
- Ensure district board members are informed of chartering and reactivation procedures.
- Train district board members on how to approach potential sites for new Key Clubs.

OBJECTIVE 1.2

Increase the district's membership total. Exceed 8,800 members by the end of the year.

Member history:

- Record membership totals for previous to current year.

Tactics:

- Identify clubs with low membership and create a plan with each Kiwanis and Key Club Lt. Governor to increase membership at those clubs.
- Promote resources available through Key Club International for membership recruitment.

District issue 2: membership participation in Key Club events

OBJECTIVE 2.1.1

Increase the number of attendees to the district Leadership Training Conference by 10% each year.

Previous attendance:

- List past attendance numbers.

Tactics:

- Determine and promote a date before the prior year's district convention.
- Create a promotional video for Leadership Training Conference.
- Send a dedicated email to Key Club members promoting the Leadership Training Conference.
- Planning for Leadership Training Conference at the summer board meeting.
 - Create agenda.
 - Assign speaking parts.
 - Create PowerPoint.
- Preparing for Leadership Training Conference the night before.
 - Create signage.
 - Prepare registration materials.
 - Rehearse presentation materials.
 - Finalize PowerPoint.
- Ensure program is both exciting and educational to encourage continued attendance.
 - Prepare the program in advance.
 - Request feedback from all attendees following the event.

OBJECTIVE 2.2.1

Increase membership participation at district rally by 15% each year.

Previous attendance:

- List previous attendance numbers.

Tactics:

- Charge a fee for attending.
- Divide the event into two events (South and North), with the anchor being a large-scale service project.
- Make an advertising video to put on the district website.
- Find a venue that would encourage members to attend.
- Promote event through service project.
- Plan for district rally at the winter board meeting.
 - Assign speaking parts and leaders of the district rally.
 - Create agenda.
 - Create PowerPoint.
- Preparing for district rally the night before.
 - Create signage.
 - Finalize PowerPoint.

OBJECTIVE 2.2.2

Elect 75% of lieutenant governors at district rally by (Determine a target date.)

Tactics:

- Encourage members to run for district board through newsletters, phone calls, and divisional council meetings.
- Increase members' awareness of how to run for district board.
- Increase elections by 3 divisions each year.

OBJECTIVE 2.2.3

At least two candidates to announce candidacy for each executive board position.

Tactics:

- Encourage members to run for the executive board through newsletters, phone calls, and divisional council meetings.
- Increasing members' awareness of how to run for the executive board.

OBJECTIVE 2.3.1

Increase members attending district convention to 400 by (Determine a target date.)

Previous attendance:

- List previous year's attendance.

Tactics:

- Have all dates to send out at the beginning of the Key Club year.
- Announce purpose, date, and theme at every event including divisional council meetings, leadership training conference, and district rally.
- Ensure all future hotels can accommodate 400+ attendees.
- Send reminders in newsletters.

OBJECTIVE 2.3.2

Increase contests, scholarships, and awards participation to at least five entries each.

Tactics:

- Introduce board members to all available contests, scholarships and awards.
- Encourage members to participate through newsletters, divisional council meetings, as well as the district rally.
- Remind clubs of deadlines through emails, visits and phone calls.

District issue 3: awareness of district and international service projects and partners

OBJECTIVE 3.1

Have at least 50% of clubs participate in and/or donate to the district project by district convention.

Tactics:

- Provide clubs with resources for fundraising and project materials.
- Educate club members about the purpose and goal of the district project.
- Create literature for the district project.
- Set clubs' annual goals.
- Set district board's annual goal.
- Encourage clubs to send in whatever amount raised, even if it does not meet their goal.

OBJECTIVE 3.2

Have at least 50% of clubs participate in and/or donate to the international service initiative.

Tactics:

- Introduce the international service initiative to the new board at board training.
- Increase international service initiative's presence in newsletters and the district website.
- Continue to enforce the annual goal for clubs' donation and/or participation.
- Continue to enforce the annual goal for district board's donation and/or participation.
- Educate club members about the purpose and goal of the international service initiative.
- Encourage clubs to send in whatever amount raised, even if it does not meet their goal.

OBJECTIVE 3.3

Have at least 50% of clubs participate in and/or donate to the endorsed projects.

Tactics:

- Introduce the endorsed projects to the new board at board training.
- Increase endorsed projects' presence in newsletters and the district website.
- Continue to enforce the annual goal for clubs' donation and/or participation.
- Continue to enforce the annual goal for district board's donation and/or participation.
- Educate club members about the purpose and goal of the endorsed projects.

District issue 4: Kiwanis family interaction

OBJECTIVE 4.1

Ensure at least 25% of all Key Clubs participate in an event involving other branches of the Kiwanis family.

Tactics:

- Send list of Kiwanis clubs to individual clubs.
- Provide ideas on ways to work together.
- Host an annual district-wide event to bond all aspects of the Kiwanis family.
- Promote Kiwanis events that exist for the purpose of promoting youth.

District issue 5: Public Relations

OBJECTIVE 5.1

Increase the amount of Facebook likes to 1,200 and Twitter followers to 500 by (Determine a date.)

Tactics:

- Promote both social media outlets at all district events.
- Encourage interaction via hashtags, contests, exclusive information, etc.

OBJECTIVE 5.2

Increase traffic on district website by 10% each year.

Tactics:

- Include website address in all pages of literature created by the Key Club district.
- Lieutenant governors include the website in their newsletters.
- Drive individuals to the website through online registration for all district events.
- Direct clubs and club officers to the website for necessary resources.

Key Club district budgets samples

Sample Key Club District Budget #1 (6800 members)

INCOME	
	Proposed Budget Current Year
Member dues	\$ 37,400.00
Kiwanis district appropriation	\$ 1,500.00
Interest (CD's)	\$ 400.00
Interest checking	\$ 36.00
From reserves	\$ 9,389.00
Miscellaneous	\$ 1,500.00
International convention	\$ 37,000.00
TOTAL INCOME	\$ 87,225.00

EXPENSES	
	Proposed Budget Current Year
Governor	\$ 1,500.00
Secretary	\$ 300.00
Bulletin Editor	\$ 300.00
Director of Committees	\$ 175.00
Director of Technology	\$ 175.00
Awards Committee Chair	\$ 175.00
Preferred Charities Committee Chair	\$ 175.00
Bylaws & Policies Committee Chair	\$ 175.00
Eliminate Project/Committee Chair (Governor Project)	\$ 500.00
Membership Development Chair	\$ 175.00
Public Relations Committee Chair	\$ 175.00
Miscellaneous/promotional items/ polo shirts/giveaways	\$ 4,000.00
Lt. Governor Div. 1	\$ 400.00
Lt. Governor Div. 2	\$ 400.00
Lt. Governor Div. 3	\$ 400.00
Lt. Governor Div. 4	\$ 400.00
Lt. Governor Div. 5	\$ 400.00
Lt. Governor Div. 6	\$ 400.00
Lt. Governor Div. 7	\$ 400.00
Lt. Governor Div. 8	\$ 400.00
Lt. Governor Div. 9	\$ 400.00
Lt. Governor Div. 10	\$ 400.00
Lt. Governor Div. 11	\$ 400.00
Lt. Governor Div. 12	\$ 400.00
Lt. Governor Div. 13	\$ 400.00

EXPENSES (CONT.)

	Proposed Budget Current Year
Lt. Governor Div. 14	\$ 400.00
Lt. Governor Div. 15	\$ 400.00
Lt. Governor Div. 16	\$ 400.00
Meals/lodging/supplies:	
Scholarships	\$ 4,000.00
Membership training	\$ 2,000.00
Kiwanis board meeting/gov./admin only	\$ 300.00
Circle K convention/gov./admin only	\$ 300.00
New board training/April bd. meeting	\$ 5,200.00
August bd. meeting	\$ 5,000.00
November bd. meeting	\$ 5,000.00
Key Leader	\$ 1,500.00
International Key Club convention refunds for board	\$ 3,000.00
Conference calls	\$ 700.00
Club grants	\$ 1,500.00
February convention run through	\$ 5,000.00
GATC	\$ 1,000.00
Miscellaneous	\$ 1,500.00
TOTAL EXPENSE	\$ 50,225.00

Sample budget #2 (19,000 members)

INCOME	
	Proposed Budget Current Year
Member dues	\$ 66,500.00
Kiwanis district	\$ 19,000.00
Kiwanis district foundation grant	\$ 20,500.00
Interest	\$ 2,020.00
District service project	\$ 15,000.00
International convention	\$ 44,260.00
TOTAL INCOME	\$ 167,280.00

EXPENSES	
	Proposed Budget Current Year
INTERNATIONAL CONVENTION	
ICON housing	\$ 22,400
Transportation	\$ 10,080
Food	\$ 7,200
T-shirts/pins/souvenirs/other	\$ 720
ICON online payment charges	\$ 448
ICON registration to KCI	\$ 12,240
EXECUTIVE OFFICER EXPENSES	
Governor DCON subsidy	\$ 260
Homecoming rally	\$ 500
District convention	\$ 1,000
Secretary DCON subsidy	\$ 260
Treasurer DCON subsidy	\$ 260

EXPENSES (CONT.)	
	Proposed Budget Current Year
Webmaster DCON subsidy	\$ 260
District Editor DCON subsidy	\$ 260
Executive Assistant DCON subsidy	\$ 260
ADMINISTRATOR EXPENSES	
Administrator monthly expense	\$ 5,000
Administrator fall rally	\$ 250
Administrator spring rally	\$ 2,000
Administrator GATC	\$ 500
Committee training retreat	\$ 3,000
LIEUTENANT GOVERNOR EXPENSES	
LTG / chair DCON subsidy (\$262 X 42)	\$ 10,920
BOARD MEETINGS & CONFS	
Winter board travel	\$ 3,500
Winter board housing	\$ 3,500
Winter board meals	\$ 3,500
Winter board supplies	\$ 100
Spring LTG training travel	\$ 1,000
Spring LTG training supplies	\$ 1,000
Leadership training travel	\$ 3,500
Leadership training housing	\$ 3,500
Leadership training meals	\$ 3,500
Leadership training supplies	\$ 100
Fall board travel	\$ 3,500
Fall board housing	\$ 3,500
Fall board meals	\$ 3,500
Fall board supplies	\$ 100

EXPENSES (CONT.)	
	Proposed Budget Current Year
KIWANIS FAMILY MEETINGS	
Kiwanis convention registration	\$ 1,500
Kiwanis convention housing	\$ 1,500
DISTRICT PROJECTS	
The Eliminate Project donation	\$ 10,200
The Eliminate Project expense	\$ 4,800
GENERAL ADMINISTRATION	
Internet fees	\$ 360
Bank charges	\$ 3,000
Kiwanis office support	\$ 6,000
Accountant fees	\$ 1,000
District board badges	\$ 325
District board pins	\$ 250
District board shirts	\$ 1,920
DISTRICT OPPORTUNITY FUND	
Project grants	\$ 10,000
Governor's project scholarship	\$ 1,000
DCON registration offset	\$ 14,077
Other college scholarships	\$ 7,000
District payable (unspent funds)	\$ 8,000
TOTAL EXPENSE	\$ 193,150

Key Club district convention budget samples

District convention budget sample #1 (2,000 paid attendees)

INCOME	
	Proposed Budget Current Year
DCON adult reception sponsor	\$ 500
DCON registration	\$ 568,100
Program book advertising	\$ 7,000
District opportunity fund registration offset	\$ 14,077
TOTAL INCOME	\$ 589,677

EXPENSE

	Proposed Budget Current Year
DCON housing	\$ 259,170
Comp registration	\$ 5,125
Name badges/ribbons/holders	\$ 1,200
Program & candidates book printing	\$ 6,000
Workshop materials	\$ 50
Awards/trophies/certificates	\$ 6,000
Group meal package	\$ 245,812
Speakers & entertainment	\$ 3,000
Decorations stage/table	\$ 800
DCON mailing	-
Miscellaneous	\$ 400
Truck rental	-
Sergeant-at-Arms	\$ 300
Adult reception	\$ 500
Dances	\$ 500
Advisors' & Key Club committee gifts	\$ 1,500
DCON online payment charges	\$ 1,600
Signage	\$ 420
App fee	-
Governor reception	\$ 300
Souvenirs	\$ 13,000
A-V outsource services	\$ 36,000
G. Harold Martin Fellows	\$ 1,000
Kiwanis DCON support	\$ 6,000
DCON college scholarships	\$ 1,000
TOTAL EXPENSE	\$ 589,677

District convention budget sample #2 (790 paid attendees)

INCOME	
	Proposed Budget Current Year
750 Members @ \$ 95.00 ea.	\$ 71,250.00
Misc. registrations	\$ 3,900.00
Convention ads	\$ 250.00
Board auction	\$ 4,000.00
TOTAL INCOME	\$ 79,400.00

EXPENSE	
	Proposed Budget Current Year
Audio visual	\$ 200.00
Awards	\$ 1,700.00
Comp meals/reg.	\$ 1,500.00
Comp rooms	\$ 1,500.00
Convention packets	\$ 500.00
Convention refunds	\$ 500.00
Decorations	\$ 1,400.00
DJ	\$ 4,000.00
Flowers	\$ 200.00
Meals/rooms	\$ 48,000.00
Miscellaneous	\$ 2,500.00
Pins/banner patches/T-shirts	\$ 10,200.00
Printing	\$ 2,500.00
Speakers	\$ 2,000.00
Socks	\$ 2,700.00
TOTAL EXPENSE	\$ 79,400.00

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