

Distinguished Webmaster's Award

An evaluation will be made based on the criteria set forth below. This is not a contest between district officers, but recognition of an individual's performance.

In order to receive this award, a total of 1,000 points out of 1,250 possible points must be accumulated.

Extraneous materials in sections (other than the Miscellaneous section) are not necessary and will not be counted. Only include requested materials.

Once your application has been submitted, no other materials will be added.

Officers must submit links to complete portfolios to Key Club International via [Cognito](http://www.cognitoforms.com/KiwanisInternationalFoundation/KeyClubDistinguishedDistrictOfficerAward) www.cognitoforms.com/KiwanisInternationalFoundation/KeyClubDistinguishedDistrictOfficerAward or mail binders to Kiwanis International office in Indianapolis within 30 days after the close of the district convention or by the last Friday in April, whichever is earlier. Any nominations received after that deadline will not be recognized by Key Club International.

Officer applicants must include each section and all required documents in a single binder or shared folder. Binders should not exceed four inches or 11 centimeters and should include tab dividers and page numbers. Each individual section of the application must have the heading described below.

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

Requirements for online submission:

To properly format your online submission, create a master folder with a table of contents. Create and name ten shared folders to match the section labels included in this document.

Place all required contents in the corresponding folder.

Adjust the share settings on every folder and document to allow people outside of your organization to view the contents. Any documents or folders that are not linked and viewable by judges will not be considered in this application.

Request digital signatures from your district administrator for the following sections: verification; required attendance; and reporting.

Email the master folder to your district administrator and leadership team prior to district convention, as directed by the proper Key Club district official(s).

Requirements for printed binders:

To properly format your binder, create section labels and insert them into two sets of five-tab dividers. You can use any brand or style.

Place the tab cover sheets included in this document as the first sheet behind the tab divider.

The binder may not exceed 4 inches or 11 centimeters of material. Please do not attempt to put more material than will fit.

The tabs must be visible when the binder is open so that judges can flip easily to the required section. Nothing should obstruct the view of the tab.

No page protectors should be used. Judges will not remove items from page protectors to view them.

Request signatures from your district administrator for the following sections: verification; required attendance; and reporting.

The binder should be submitted to the Key Club district prior to district convention, as directed by the Key Club district administrator.

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

Laura Holloway, specialist, Key Club International, lholloway@kiwanis.org or +1-317- 217-6244

Verification

The district administrator verifies that the district officer has been officially in office for at least 10 months.

Verified by signature of District Administrator:

Personal information

Applicant's name:

District:

Personal Email:

Applicant's street address and phone number in July:

Street:

City:

State/Province:

Postal code:

Country:

Phone (required):

Personal statement

(50 points maximum)

Table of contents:

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

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

- A. What you accomplished.
- B. What you learned.
- C. What you would do differently.
- D. Your goals as a district executive officer.
- E. Extenuating circumstances.
- F. Any hardships you may have faced.

Website home page

(250 points maximum)

Please provide the home page link.

The website home page should include the following.

- A. A clear description of who you are (20 points).
- B. An easily navigated site map (20 points).
- C. Easy-to-find contact information (20 points).
- D. An obvious call to action (20 points).
- E. Fresh/current content (20 points).
- F. A blog (30 points).
 - a. A minimum of two blog posts should be published on the website during the webmaster's term. Blog posts can be written and submitted by members or written by webmasters themselves; webmasters should collaborate with their executive team, Governor, and District Administrator to determine which topics are most beneficial to cover.
- G. An e-newsletter sign-up option(20 points).
- H. Social media accounts. (15 points per social media platform. 75 points maximum.)
- I. Key Club branding (25 points)

Website internal pages

(270 points maximum)

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

- A. About us page (20 points maximum).
- B. Resources page (160 points maximum).
 - a. Links to Key Club International's website (80 points)
 - b. Key Club International Convention (30 points)
 - c. Contests and awards (30 points)
 - d. Resources (20 points)
- C. District officer page (40 points maximum).
 - a. District publications (15 points)
 - b. Officer biographies and contact information (15 points)
 - c. Links to register for officer e-newsletters (10 points)
- D. District convention page (30 points maximum).
 - a. Schedule (10 points)
 - b. Speakers (10 points)
 - c. Online registration (10 points)
- E. Calendar with upcoming district events (20 points).

Social media campaigns

(250 points maximum)

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

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

- a. International Convention promotion (June/July) (10 points).
Link or page:
- b. Member recruitment (August/September) (20 points).
Link or page:
- c. Youth Opportunities Fund (September-October/January-February) (10 points).
Link or page:
- d. Give Voice to Suicide Prevention (September 11-15) (10 points).
Link or page:
- e. Key Club International partners (30 points).
Link or page:
- f. Repost/share at least two posts shared on Key Club International's website (20 points).
Link or page:

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

- a. Key Club Week (First week of November) (20 points)
Link or page:
- b. Kiwanis Family Month (November) (10 points)
Link or page:
- c. District grant and scholarship opportunities (10 points)
Link or page:
- d. District Convention promotion (20 points)
Link or page:
- e. World Water Day (March 22) (10 points)
Link or page:
- f. Key Club International partners (20 points)
Link or page:
- g. Repost/share at least two posts shared on Key Club International's website (20 points)
Link or page:

C. **Spelling/grammar** (all posts) (10 points).

D. **Timeliness** of covered material (all posts) (10 points).

E. **Sharing Key Club branding** (all posts) (5 points).

F. **Creativity** (all posts) (15 points).

Required attendance

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

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

- A. District convention at beginning and end of term. _____
- B. Key Club International Convention. _____
- C. All district board meetings. _____

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

Reporting

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

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

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

Board meeting 1.

Board meeting 2.

Board meeting 3.

Board meeting 4.

Administrator: Please initial by all the board reports that were presented at official board meetings.

The above-board reports were presented at official board meetings. Verified by district administrator.

Service

(150 points maximum, 5 points deducted for every hour below 40)

Perform at least forty (40) hours of service to home, school and community through Key Club activities.

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

Page numbers or links:

Recommendations

(25 points maximum)

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

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

Miscellaneous

(100 points maximum)

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

Please list what you have included and the shared links or page numbers where they can be found below. You don't have to fill in all the space.