

2023 Key Club dues adjustment proposal

WHAT YOU NEED TO KNOW

The Key Club International Board of Trustees recommends increasing annual dues from the current amount of US\$7 to US\$10. This proposal will be voted on at the 2023 Key Club convention.

Each additional US\$1 in revenue will generate at least US\$200,000 that can be used to grow Key Club and rebuild reserves that were lost during the COVID-19 pandemic.

Why do we need a dues adjustment?



Dues have not increased since 2014 when Key Club had 268,892 members and brought in revenue of \$1.9 million. In 2022, coming out of two years of the pandemic, Key Club had 64,319 fewer members and had lost nearly half a million dollars in revenue.



Our membership is recovering, but it's going to take time to reach the pre-pandemic levels. Meanwhile, the loss of revenue has hurt Key Club's ability to address future challenges.



Currently, 15 percent of U.S. high schools — about 4,000 out of 27,000 — have a Key Club. **We know how great our organization is and we want to grow.** But we need the resources to make sure as many students as possible have access to Key Club.

How could we potentially use the additional dues revenue?*

- 1 Rebuild** our reserves so we are prepared to face future challenges and to ensure the health of the organization.
- 2 Invest** in technology that will enhance our ability to serve members, advisors and clubs now and in the future.
- 3 Develop and enhance** the growth of new and existing clubs by strengthening resources and creating new programs and opportunities.

What has been done to cut cost?

Since 2017, Key Club has:



Reduced staffing expenses by US\$150,000.



Cut travel costs by US\$63,000.



Saved US\$150,000 by moving more materials online to reduce printing/mailing costs.

**These are possible options recommended by staff at this time; all final budget decisions are made by the Kiwanis Youth Programs Board of Directors.*