



Key Club 100th Birthday Video How-to

A video that delivers a heartfelt celebration of Key Club International's 100th birthday is a great way to showcase members' passion and pride. Here's a step-by-step guide for creating a video that brings your message to life:

Step 1: Plan your message.

It's important to choose a message that resonates with your personal experience as a Key Club member or your perspective on the organization's impact. Here are some ideas — customize any of them to reflect your Key Club journey:

- Share a personal story of how Key Club has shaped your leadership skills.
- Reflect on a community service project that left a lasting impact.
- Mention how Key Club has empowered you to make a difference.

Step 2: Script your video.

Once you've selected your message, write a script. While you want the video to feel natural, writing your key points will ensure you don't miss anything important. Keep the message concise (30-60 seconds) and focus on delivering it in an engaging and authentic way. If you're using one of the suggested scripts, feel free to adapt it for your style.

Step 3: Prepare your setup.

For the best video quality:

- Choose a well-lit location (natural light works well or use soft lighting if filming indoors).
- Ensure the background is tidy and free from distractions. A simple background or a Key Club-themed backdrop could enhance the video.
- Use a smartphone or camera with good video quality. Ensure it's steady, either by holding it steadily or using a tripod.
- If you want to take your video to the next level, try downloading a teleprompter app, using an external mic adapter for your phone, AirPods, or similar devices to enhance your sound quality. It's a simple upgrade that can make a big difference!

Step 4: Record your video.

Follow these tips to make your video engaging and professional:

- **Look directly at the camera.** This creates a connection with the viewer.
- **Speak clearly and confidently.** Make sure to articulate each word.
- **Smile and stay enthusiastic.** Your energy will translate through the screen, making the message more impactful.
- **Dress appropriately.** Wear Key Club gear or something that shows your connection to the organization.
- **Take your time.** It's OK to record multiple takes. If you stumble over words or forget something, just restart the sentence or pause for a moment and continue.

Step 5: Review.

Watch the video all the way through to ensure that it's polished and communicates clearly. Make sure the audio is clear and the video looks good, even on smaller screens. Ask a friend or family member to review it for feedback.

Step 6: Share your video.

Once you're satisfied, share it! You can:

- Post the video on social media platforms like Instagram or Facebook, with the **#KeyClub100** hashtag.
- Submit the video and Instagram handle to keyclubpr@kiwanis.org to be featured on our social media.
- Share it with your school or community to inspire others to join Key Club.

Additional tips:

- Keep the video upbeat and positive — remember, you're celebrating a significant milestone!
- Personalize the message: Show your connection to Key Club by sharing your experiences.
- Be authentic: Speak from the heart. Your genuine passion will resonate more with viewers than trying to make the video perfect.

By following these steps, you'll create a memorable video that honors Key Club's 100th anniversary while reflecting the impact it has had on your life as a member.

Example scripts

Group:

"Happy 100th birthday, Key Club! From all of us at [school/group name]. Here's to 100 years of service, leadership and making a difference — and to many more!"

Member:

"Happy 100th birthday, Key Club! I'm [Name] from [school] Key Club and I am so honored to be part of an organization that has taught me the true meaning of leadership and service. Through Key Club, I've not only grown as a person, but I've also seen how one individual can spark change in their community. Here's to another century of empowering youth and changing the world!"

Public figure/celebrity:

"I'm [Name], and I want to wish Key Club International a very Happy 100th birthday! For 100 years, you've shown the world the power of young people who are changemakers. From inspiring future leaders to creating a legacy of service, your impact is immeasurable. Keep up the incredible work, and here's to 100 more!"

Partner organization:

"At [Organization Name], we're thrilled to celebrate 100 years of Key Club International! Your unwavering commitment to service and leadership has set an example for others to follow. We're proud to stand with you as you continue your mission to empower young leaders and change lives around the world."

Alumni:

"As a Key Club alum, I know how this organization can change the lives of its members and communities. It taught me the value of service, leadership and compassion. Happy 100th birthday, Key Club — you're still making a difference every day, and I'm so grateful to have been a part of this incredible journey!"

Additional Talking Points and Ideas

Celebrate the milestone:

Highlight the 100th birthday and its importance.

Example: "Congratulations, Key Club, on reaching 100 years of inspiring service and leadership! One century of making a lasting impact is truly a monumental achievement, and it's a testament to the power of youth-driven change."

Additional talking points:

- "This 100th milestone reflects not only a rich history but a future full of limitless potential. You've built a foundation of service that will continue to grow and thrive."
- "For 100 years, Key Club has not just celebrated the power of service but has actively shaped a generation of passionate leaders who've gone on to transform their communities and beyond."
- "This centennial is a reminder of how much can be accomplished when individuals come together for a shared cause, united by the belief that youth can be the change-makers of tomorrow."

Acknowledge Key Club's impact:

Mention the organization's influence on youth, leadership and communities worldwide.

Example: "For a century, Key Club has empowered young people to lead with compassion and make a real difference in the world."

Additional talking points:

- "From local initiatives to global movements, Key Club members have led by example, providing service and creating opportunities for growth and change in their communities."
- "Key Club has nurtured a generation of empathetic leaders who understand the power of volunteerism and the difference one person can make in the world."
- "Whether it's building homes, tutoring students or fighting hunger, Key Club has been at the forefront of youth-led service projects that improve lives and inspire others."

Personalize the message:

Share a personal connection, memory or appreciation for Key Club's work.

Example: "I remember meeting Key Club members who volunteered at the library to help people learn how to read in my hometown — it was truly inspiring."

Additional talking points:

- "I'll never forget volunteering with Key Club during a holiday toy drive. The excitement and sense of purpose that each member brought to the project was contagious. It reminded me of how a group of dedicated individuals can change lives in ways we don't always see."
- "As a high school student, I was amazed by the leadership opportunities Key Club provided — serving as president was an experience that shaped my perspective and allowed me to grow in ways I never expected."
- "When I look back at my time in Key Club, I think about all the lives touched through acts of kindness, whether through community clean-ups or raising funds for disaster relief. It wasn't just about the tasks — it was about the connections and the difference we made together."

Encourage current and future members:

Motivate people to continue the legacy of service.

Example: "To all Key Club members — keep leading, keep serving and keep inspiring!"

Additional talking points:

- "The work that you do, no matter how big or small, is leaving a lasting legacy. Keep up the incredible efforts — you are the heart of Key Club and the future of service."
- "As you carry the torch forward, remember that every volunteer hour, every kind gesture and every act of leadership has a ripple effect. Together, you will continue to build on the incredible foundation laid by past generations of Key Club members."
- "To future Key Club members — now is your time to take action. Step up, serve your community and become the leaders the world needs."

Closing:

Wrap up with a celebratory statement or warm wish.

Example: "Here's to another 100 years of changing lives and communities. Happy birthday, Key Club!"

Additional closing statements:

- "May Key Club's legacy continue to inspire, empower and serve for generations to come. Here's to many more years of service and leadership!"
- "As we celebrate this incredible milestone, we look forward to the future with excitement, knowing that Key Club will continue to shape the leaders and changemakers of tomorrow. Happy 100th birthday, Key Club!"

Include **keyclub.org/centennial** somewhere: "To learn more about Key Club's century of impact and how you can be a part of the next 100 years, visit keyclub.org/centennial."