

## Key Club International Recognition Programs

Members of clubs in good standing with Key Club International are eligible to submit applications for the program's various contests and awards. This document includes instructions for submitting entries for international recognition. **Key Clubs entrants must complete the official entry form and adhere to district guidelines for submission, with non-districted clubs emailing entries to Key Club International.** The Key of Honor and the Nininger Awards are not awarded by the district. If a district does not hold a contest, an entry may be selected by alternative means and certified by the district administrator's signature.

Questions on international recognition programs? E-mail: [keyclubinfo@kiwanis.org](mailto:keyclubinfo@kiwanis.org)  
Phone: 317-217-6244.

### Overview

#### Recognition programs for individuals

**Key of Honor:** The highest recognition award presented by Key Club International to an advisor who has made a lifelong positive impact upon youth in general and Key Club specifically, or to an organization that should be honored for long-term support of youth and the Key Club program. No more than two Keys of Honor awards may be given in any year. Nominations are sent to the Key Club International Board for judging.

**Nininger Award:** Recognition for special merit given to Key Club members who have demonstrated excellence and outstanding achievement as members of their Key Club. Any club or advisor may give this award to any deserving member.

**Oratorical Contest:** Key Club members create an original speech (maximum of five minutes) in response to that year's prompt. The contest is judged at district and international levels and is based on the speech's content and delivery. Attendance at the Key Club International Convention is required for international competition.

**Talent Show:** A talent show featuring the diverse talents of Key Club members from all around the globe. All talent entries that attend the international convention, are eligible to audition for international talent show if they meet the requirements detailed in the talent audition rules. District report submission is not required.

#### Recognition programs for clubs

**Distinguished Club Award:** Recognition of individual Key Clubs for their overall performance in the combined areas of club administration including growth, membership and leadership development, Kiwanis family involvement, service and fundraising. This award is given by Key Club districts and is recognized at the international convention.

**Member Recruitment Poster Contest:** A non-digital and digital poster contest designed to recruit new members for Key Club! Judging is based on originality, creativity, effectiveness for membership recruitment and overall appearance and artistic expression. To enter in the international competition, the district must submit first place winners in the district report.

**Promotional Video Contest:** Key Clubs submit a student-created video that reflects Key Club. The goal is to promote Key Club International as an organization and/or a Key Club within its respective school/community. To enter in the international competition, the district must submit entry forms for first and second place winners in the district report.

**Year in Review Contests (Scrapbooks):** Key Clubs showcase their achievements throughout the service year through traditional and digital scrapbooks. Traditional scrapbooks consist of physical items, while digital scrapbooks use non-physical, online media. Both types of scrapbooks are divided into six categories with each category having numbered pages. A table of contents is included at the beginning of the scrapbook. To enter in the international competition, the district must submit entry forms for first and second place winners in the district report. Traditional scrapbooks must be brought to the international convention for competition.

**Major Emphasis Award:** Recognition of the Key Club that has demonstrated exceptional effort in completing the best project on a local scale related to the theme of "Children: Their Future, Our Focus." To enter in the international competition, the district must submit entry forms for the first-place winner in the district report.

**Single Service Award:** Recognition of individual Key Clubs for the single best service project. The club's service project shall be planned, organized and produced by the Key Club and shall either occur on a single day, occur on consecutive days or recur on different days with the aim of achieving a goal. Clubs compete based on size, with judging criteria covering need, plan, implementation, final results, public awareness, and member participation. To enter in the international competition, the district must submit entry forms for the first-place winner for each club size division in the district report.

**Signature Project Award:** Recognition of clubs for recurring projects that make a positive impact on communities. These projects must have been conducted at least annually for the past three to five years (with exceptions for COVID-19), and the clubs must have become known for them in their communities. Key Clubs entrants must use the online form found at [keyclub.org/contests-awards](https://keyclub.org/contests-awards) by the district's deadline or by the last Friday in April, whichever is sooner.

## RECOGNITION PROGRAMS FOR INDIVIDUALS

### KEY OF HONOR

The Key of Honor is the highest recognition award presented by Key Club International. The recipient will be 1. an adult who has made a lifelong positive impact upon youth in general and Key Club specifically, or 2. an organization that should be honored for long-term support of youth and the Key Club program. The Key of Honor will be presented at the Key Club International convention. A formal announcement of the award will be made by the highest-ranking officer of Key Club International present at the recipient's home district convention if the recipient is in attendance. Nominations for the award can be made by a Key Club or an individual Key Club member, according to the following criteria:

- A. All nominations must be in one digital shareable folder or portfolio. This is for ease of handling only and has no bearing on how the nomination will be judged. Submit nominations [here](#).
- B. All nominations must contain the following:
  1. **Letter of nomination.** This letter should be written by the nominating Key Club member or a committee of members, and it should provide a nomination statement, basic overview of the candidate and the reason for the nomination.
  2. **Biographical information.** This should include schools/colleges attended, community involvements, occupation/business interests, Kiwanis family and other youth service affiliations, and other pertinent biographical information.
  3. **Letters of recommendation.** A maximum of 20 letters may be submitted; however, only the first seven will be considered in the award judging. The letters may be divided into any categories desired. All letters should be signed by their composers and accompanied by a contact phone number and email address.
  4. **Letter of summation.** This letter should be written by the individual or committee who made the nomination. It should summarize the letters of recommendation and the applicant's personal history, including reasons why the nominee is deserving of this highest honor.
  5. **Additional information.** Up to eight pages of additional information including photos, news articles, etc., may also be included in the nomination package.
- C. No more than two Keys of Honor may be awarded in any year.
- D. The selection of the recipient will be made based solely on the presentation

received, rather than the Key Club International board's knowledge of the nominee.

- E. Nominations must be received at the Key Club International Office on or before the first Friday following January 5 of each year.

### **NININGER MEDAL**

The Sandy Nininger Medal is to be given for special merit only to high school students.

In 1946, the Sandy Nininger medal was created for Key Club members who distinguish themselves by making the most of their opportunities. Like Sandy, these members inspire us all to care deeply, engage enthusiastically and make the most of our lives. Honor a Key Club member with the Sandy Nininger Award by purchasing the medal and certificate on the [Kiwaniis store website](#).

## ORATORICAL CONTEST

Please follow instructions from your district administrator on submitting an entry for your district oratory contest. You may need to submit a recording before the contest begins.

### OFFICIAL RULES

- A. The subject for all orations will be determined ahead of time and distributed to clubs via email and news stories on [keyclub.org](http://keyclub.org).
- B. **The first-place orator from each Key Club district will be eligible to compete in the International Oratorical Contest. Attendance at the Key Club International Convention is required for international competition.** If a district does not hold a contest to determine its first-place orator, the district may select an orator by other means and certify them with the district administrator's signature. Orators located within a non-districted area should email the entry form to Key Club International, [keyclubinfo@kiwanis.org](mailto:keyclubinfo@kiwanis.org), to enter the competition.
- C. The content and presentation of the oration must be original and completely developed by each orator. Content and presentation will be considered equally in judging.
- D. Each orator will be allowed a maximum of five (5) minutes for their presentation. Exceeding the time limit by 10 seconds or more will result in a penalty unless extenuating circumstances exist.
- E. Each orator must be a member of a Key Club in good standing with Key Club International.
- F. Judging and awarding points will be based on the following criteria:

Content: 50 points total	
Clarity of message and projection of ideas	15 points
Structure, grammar, transitions and flow	15 points
Depth	5 points
Originality	15 pts.
Presentation: 50 points total	
Presence, posture, gestures and ability to engage the audience	15 points
Voice, tone, diction, effectiveness and pronunciation	15 points
Ease of presentation and intimacy with the audience	15 points
Attention to the audience	5 points

- H. On the first day of the Key Club International convention, elimination trials will be held among each district's first place winners. No more than three orators will be accepted to appear and speak before the international convention.

- I. Oratory finalists will receive suitable awards and recognition for their excellence in public speaking.
- J. Video recordings of the winning orations will become the property of Key Club International. Key Club International reserves the right to publish winning orations in any medium, providing appropriate credit to the orator.
- K. The decision of the judges is final, and no changes, alterations or regrading will take place after the results have been certified by the judges of this contest.

*2026 Oratory Subject:*

TO BE DETERMINED

ORATORICAL CONTEST ENTRY FORM

Name of Contestant:
Contestant's Preferred Pronouns:
Contestant Email Address:
Name of Contestant's Key Club:
Key Club ID, found on <a href="https://keyclub.org/muc">keyclub.org/muc</a> :
Address of the Contestant's Key Club:
Name of Key Club Advisor:
Email addresses for Key Club Advisor:

## **TALENT SHOW**

Please follow instructions from your district administrator on submitting an act for your district talent show. You may need to submit a recording before the contest begins.

The Key Club International Talent Show will be conducted according to the following rules.

### *TALENT SHOW OFFICIAL RULES*

- A. All entries shall be in good taste and appropriate to the standards set by the Objects of Key Club International.
- B. All participants in an act must be members of a Key Club in good standing with Key Club International. In a group act, all members must be from the same district.
- C. The time limit on each performance of the act at a general session of the convention should not exceed five minutes.
- D. Any materials (props, instruments, costumes, etc.) that are needed for each performance must be supplied by the contestants who participate in that performance.
- E. Talent acts must be in attendance at the international convention and submit an entry form signed by an advisor or administrator to participate in the international talent show. Talent acts from non-districted areas should email Key Club International, [keyclubinfo@kiwanis.org](mailto:keyclubinfo@kiwanis.org).
- F. To be eligible for the international talent show audition, the entry form below must be received on the first day of registration during the Key Club International Convention.
- G. Each Key Club may participate in no more than one act entered in the international talent show.
- H. All acts entered in the international talent show will be required to demonstrate their ability and entertainment appeal at preliminary auditions (time and place to be announced in the convention program). At this time, the most entertaining acts will be selected to appear in the international talent show as finalists.
- I. The decisions of the judges are final, and no changes, alterations or regrading's will take place after the results have been certified by the judges of the audition.
- J. Any Key Club entertainment on the convention program prior to the international talent show cannot participate as a judged act.
- K. Judging for this audition will be based on the following criteria and point values:



Skill level	30 points
Performance and entertainment value	30 points
Originality	20 points
Stage presence	20 points

*TALENT AUDITION ENTRY FORM*

Name(s):
Name of Talent Act:
Preferred Pronouns:
Primary Contact Email Address:
Name of Key Club(s):
Key Club ID, found on <a href="https://keyclub.org/muc">keyclub.org/muc</a> :
Address of the Primary Contact Key Club:
Name of Key Club Advisor:
Email addresses for Key Club Advisor:

## RECOGNITION PROGRAMS FOR CLUBS

### DISTINGUISHED CLUB AWARD

The Distinguished Club Award recognizes individual Key Clubs for their overall performance in the combined areas of club administration, membership and leadership development, Kiwanis family involvement, service, and fundraising as judged against a pre-established standard of excellence.

- A. Entries must use the official Annual Achievement Report form. All entries in the Club Achievement Awards program will be dually entered in the Distinguished Club program. Both parts of the report must be printed in black or blue ink or typed using Adobe. This report should be submitted to the Key Club district prior to its convention, as directed by the proper Key Club district official(s).
- B. Every Key Club is required to file the report, regardless of total points, per Key Club International Board policies. Entries will be judged based on percentage of accumulated points the club achieves in the Annual Achievement Report categories. Clubs achieving a certain score or higher shall be designated as Distinguished Clubs.
- C. Only activities that occurred during the district administrative year should be included in the report. Clubs existing within a non-districted area should report activities occurring between May 1 and the following April 30.
- D. Disqualification from the Club Achievement Award program will also mean disqualification from the Distinguished Club Award program. Follow the instructions as indicated on this form. Failure to comply with any rule may result in disqualification.
- E. Key Club International will provide suitable recognition for each district to present to Distinguished Clubs at the District Convention. The decision of the judges is final.
- F. The point value to achieve the Distinguished Club–Diamond Level will be determined ahead of time by the Key Club International Board.



# 2025-2026 Key Club Annual Achievement Report

Each Key Club is required to complete and submit this report to its district board, prior to its district convention, according to the guidelines set by its own district. Please read the rules before completing this form. If you complete this form on Adobe, totals will be automatically calculated.

## Key Club International distinguished club rules

1. The filing of the report is required for every Key Club, regardless of total points, per Key Club International Board policies.
2. Both parts of the report must be printed in black or blue ink or typed.
3. Follow the instructions as indicated on this form. Failure to comply with any rule may result in disqualification.
4. The report should contain club activities occurring between the district conventions or March to February each year.
5. Upon completion of the report, the club may score its own report according to the scoring directions shown in the right-hand column on each page; tabulate the scores from each section in Part Three.
6. This report should be submitted to the Key Club district prior to its convention, as directed by the proper Key Club district official(s).
7. The district may recognize clubs achieving predetermined scores as “distinguished club” or “distinguished club-diamond level.”

## Club contact information

Name of Key Club:			
Key Club District:		Club ID number H	
Street address (for July mailing):			
City:	State/province:	Postal code:	Country:
Faculty advisor name:		Faculty advisor email:	

## Club membership

1. Enter the total number of actual club members as of December 1 \_\_\_\_\_ and February 1 \_\_\_\_\_.
2. Average the numbers entered in (a) and (b) above. Round to the nearest whole number and enter the average in the box. This is the number that will be used for calculations elsewhere in this report.

## Certification

These signatures certify the validity and accuracy of the information contained herein. The school and Kiwanis club signatures cannot be by the same person.

Key Club president:
Kiwanis Club president or advisor:
School principal/director or faculty advisor

## PART ONE: Club information

### A. Key Club administration – 22 Points possible

#### Club meetings

1. Club meetings (online or in person):	Write answer	Scoring	Write point totals here:
a. How many meetings during the Key Club year were attended by the faculty advisor?		1 point for every 5 meetings, to a maximum of 5 points.	
b. In how many meetings during the Key Club year did the lieutenant governor present or speak?		1 or more is 1 point.	
c. How many meetings occurred before the start of the school year?		1 or more is 1 point.	
d. How many meetings occurred as board meetings?		10 or more is 2 points, 5-9 is 1 point.	
e. Average club meeting (online or in person) attendance percentage: Include all regular club meetings, round to nearest whole number.		80% or more is 4 points, 60 – 79% is 3 points, 50 - 59% is 2 points, 40 – 49% is 1 point.	

#### Club reports

	Write answer	Scoring	Write point totals here:
2. Club election report completed and submitted on time to district:	<input type="checkbox"/> Yes <input type="checkbox"/> No	If yes, 1 point.	

#### Dues payment

	Write answer	Scoring	Write point totals here:
3. Dues payment date:		By Nov. 1, 3 points. By Dec. 1, 1 point.	

#### Division involvement

4. Activities in which the club participated:	Write answer	Scoring	Write point totals here:
a. Division of region/zone training conference.	<input type="checkbox"/> Yes <input type="checkbox"/> No	If yes, 1 point.	
b. Presidents or divisional council meeting(s).	<input type="checkbox"/> Yes <input type="checkbox"/> No	If yes, 1 point.	
c. Division-wide rally or service project.	<input type="checkbox"/> Yes <input type="checkbox"/> No	If yes, 1 point.	

#### Club communications

5. Please indicate which, if any of the following forms of communication with members the club utilized.	Write answer	Scoring	Write point totals here:
<input type="checkbox"/> Social media platforms <input type="checkbox"/> Club website <input type="checkbox"/> Messaging system <input type="checkbox"/> Club newsletter / other publications <input type="checkbox"/> Posters/bulletin board announcements		If 3 or more used – 2 points.	

Total for Section A			Write point totals here:

## B. Club membership – 16 points possible

### Education and development programs

	Write answer	Scoring	Write point totals here:
1. Did the club provide a special meeting for new-member induction, including a ceremony, and pin presentation?	<input type="checkbox"/> Yes <input type="checkbox"/> No	If yes, 2 points.	
2. Did the club provide formal training for member orientation and education including the new-member handbook, Key Club newsletter, videos, etc.?	<input type="checkbox"/> Yes <input type="checkbox"/> No	If yes, 2 points	

### Convention attendance

	Write answer	Scoring	Write point totals here:
3. How many attended a district-wide event this year (online or in person)? Members: _____ Advisors: _____		1 point per member (2 points maximum). 1 point per advisor (1 point maximum).	
4. How many attended the Key Club International Convention (online or in person) this year? Members: _____ Advisors: _____		1 point per member (2 points maximum). 1 point per advisor (1 point maximum).	

### Membership activities

	Write answer	Scoring	Write point totals here:
5. How many club social activities were held for all club members?		3 or more is 2 points. 1-2 is 1 point.	
6. How many inter-clubs were held with other Key Clubs?		5 or more is 2 points. 3-4 is 1 point.	

### Membership growth

	Write answer	Scoring	Write point totals here:
7. Was there an increase of dues-paid members over the previous year? If so, how many more members?		The greater of: 10 members or 10% is 2 points; 5 members or 5% is 1 point.	

<b>Total for Section B</b>			Write point totals here:

## C. Leadership development – 10 points possible

### Key Club officer training

	Write answer	Scoring	Write point totals here:
1. Did your club participate in formal officer training? (online or in-person)	<input type="checkbox"/> Yes <input type="checkbox"/> No	If yes, 2 points.	
2. Did the faculty and/or Kiwanis advisor participate in any advisor training? (See keyclub.org/muc for e-training. Include all workshops & webinars.)	<input type="checkbox"/> Yes <input type="checkbox"/> No	If yes, 2 points	

### Key club leadership training and development

	Write answer	Scoring	Write point totals here:
3. a. Indicate the following leadership development opportunities attended by your <b>club officers</b> online or in person in: _____ Regional Training Conferences (RTC). _____ Divisional events. _____ District workshops. _____ Global Leadership Certificate (GLC).		If 2 or more, 2 points.	
b. Indicate the following leadership development opportunities attended by your <b>club members</b> online or in person. _____ Divisional events. _____ District convention workshops. _____ Key Leader event. _____ Global Leadership Certificate (GLC).		If 2 or more, 2 points.	
4. During the past year, has the club included: a. A candidate for district or international office?	<input type="checkbox"/> Yes <input type="checkbox"/> No	If yes, 1 point.	
b. A district or international officer or committee member?	<input type="checkbox"/> Yes <input type="checkbox"/> No	If yes, 1 point.	

<b>Total for Section C</b>			Write point totals here:

## D. Kiwanis family involvement – 12 points possible

### Sponsoring Kiwanis Club interaction (online or in-person)

(See scoring section for point totals if club has no sponsor)

	Write answer	Scoring	Write point totals here:
Has sponsoring Kiwanis club advisor attended a minimum of 50% of Key Club meetings, online or in person?	<input type="checkbox"/> Yes <input type="checkbox"/> No	If yes, 2 points.	
2. Have Key Club members attended a minimum of four meetings of the sponsoring Kiwanis club, online or in person?	<input type="checkbox"/> Yes <input type="checkbox"/> No	If yes, 2 points	
3. Has the Key Club participated in two or more joint service projects or club meetings with the sponsoring Kiwanis club, online or in person?	<input type="checkbox"/> Yes <input type="checkbox"/> No	If yes, 2 points	
4. Has the Key Club presented two or more programs at a Builders Club or K-Kids meeting?	<input type="checkbox"/> Yes <input type="checkbox"/> No	If yes, 2 points	
5. Has the Key club jointly sponsored a Builders Club or K-Kids club with its sponsoring Kiwanis club? Provide the club's name:	<input type="checkbox"/> Yes <input type="checkbox"/> No	If yes, 2 points	

### Kiwanis family interaction

	Write answer	Scoring	Write point totals here:
Has the Key Club participated in at least one service project or inter-club online or in-person event with a Kiwanis club (other than its sponsor), CKI, Builders Club, K-Kids or other Kiwanis family organization?	<input type="checkbox"/> Yes <input type="checkbox"/> No	If yes, 2 points.	

Total for Section D			Write point totals here:



## PART TWO: Club service

### A. Service projects – 50 points possible

List all service projects and activities the Key Club has completed online or in person during the administrative year. The projects should be organized by month. For a recurring project (example: daily flag raising and lowering) treat the project as a single project for each month. Include the month, a brief project description, number of members participating and number of service hours produced by Key Club members during the month. Total the number of projects and enter in the scoring box.

	Project description	Month	# Members	Time spent	Service hours
Example:	Read at primary school	April	12	1 hour	12
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					

A. Service projects (continued)

List all service projects and activities the Key Club has completed during the administrative year.

	Project description	Month	# Members	Time spent	Service hours
Example:	Read at primary school	April	12	1 hour	12
26					
27					
28					
29					
30					
31					
32					
33					
34					
35					
36					
37					
38					
39					
40					
41					
42					
43					
44					
45					
46					
47					
48					
49					
50					

Total for part two, section A.	Total service projects	Scoring	Write point totals here:
		Each project is 1 point, with a 50 point maximum.	

**B. Service hours – 60 points possible**

Calculate the total of service hours performed by members of the Key Club from the projects reported above. Divide the service hour total by the number of members (listed in the membership box on the front page of this form). This is the average for service hours. Round to the nearest whole number. Enter that number in the scoring box below.

Total for section B	Service hour total	Average number of members	Service hour total/ member total	Scoring	Write point totals here:
Average service hours				Each average service hour is 1 point, with 60 points maximum.	

**C. Service fundraising – 20 points possible**

Total the money raised by the Key club for nonprofit, educational and other charitable purposes. Convert the funds raised to US\$. Enter that figure on the blank to the right.

\$US: \_\_\_\_\_

Divide the US\$ figure by the number of members (listed in the membership box on the front page of this form). Enter that figure on the blank below.

Average number of members:

Round to the nearest whole number. Enter that number (maximum 20) in the scoring box.

Total for section C	\$US/member:	Scoring	Write point totals here:
Service fundraising		1 point for every \$US per member, with 20 points maximum.	

## PART THREE: Scoring

Transfer the total score for each section to the proper box below. Note that there are separate point collection areas for Key Clubs with a Kiwanis sponsor and Key Clubs without a Kiwanis sponsor. Be sure to enter your club's scores in the correct location. Add the seven section totals to determine the final report score. Enter this total in the REPORT SCORE box to the right of the chart below.

### PART ONE

### PART TWO

Section:	A.	B.	C.	D.		A.	B.	C.	Final score
<b>POINTS</b> Sponsored by a Kiwanis club	22	16	10	12		50	60	20	190 possible points
<b>POINTS</b> No sponsoring Kiwanis club	22	16	9	4		50	60	20	182 possible points

## MEMBER RECRUITMENT POSTER CONTEST

Each Key Club in good standing may enter one of the two following contests:

Non-Digital Poster Contest or Digital Poster Contest

### MEMBER RECRUITMENT POSTER CONTEST OFFICIAL RULES

- A. The first-place winners from both the Non-Digital and Digital Member Recruitment Poster Contests from every Key Club district will be eligible to compete in the contest. If a district does not hold a district contest using the prescribed rules, the district may select an entry by other means and certify it with the district administrator's signature. Clubs within a non-districted area should email their entries to Key Club International, [keyclubinfo@kiwanis.org](mailto:keyclubinfo@kiwanis.org), by the last Friday in April.
- B. The poster should be designed to recruit new members for Key Club and should not bear the name of any school, community or district.
- C. The non-digital poster must be approximately 18 inches (457.2 millimeters) x 24 inches (609.6 millimeters) in dimensions. The digital poster dimensions should have an aspect ratio of 9:16 or 1:1.
- D. Posters will be judged according to the following criteria:

Originality and creativity	50 points
Effectiveness for member recruitment	25 points
Appearance and artistic expression	25 points

- E. To be eligible for the international contest, the entry form for the poster that wins the district contest must be received in the district report by the Key Club International office no later than the last Friday in April.
- F. Suitable awards will be presented to first, second and third place posters at the international convention.
- G. Winning entries will become the property of Key Club International and will not be returned to clubs. Key Club International reserves the right to reproduce any winning contest entry, providing appropriate credit to the Key Club and artist.
- H. **All entries shall be in good taste and appropriate to the standards set by the objects of Key Club International and the brand guide.**
- I. The decision of the judges is final, and no changes, alterations or regrading will

take place after the results have been certified by the judges of this contest.

J. The following information must be submitted with each entry:

- a. Name of the Key Club and district.
- b. Contact name and information for the artist(s) producing the poster.

MEMBER RECRUITMENT POSTER CONTEST ENTRY FORM

Name of Artist(s):
Artist's Preferred Pronouns:
Artist Email Address:
Name of Artist's Key Club:
Key Club ID, found on <a href="https://keyclub.org/muc">keyclub.org/muc</a> :
Address of the Artist's Key Club:
Name of Key Club Advisor:
Email addresses for Key Club Advisor:
Shareable link of entry:

## KEY CLUB PROMOTIONAL VIDEO

The video promotional contest encourages Key Clubs to create and submit a video that promotes Key Club International as an organization and/or a Key Club within its respective school/community. The Key Club International Promotional Video Contest will be conducted according to the following rules.

### PROMOTIONAL VIDEO CONTEST OFFICIAL RULES

- A. The first-place promotional video winners from each Key Club district will be eligible to compete in the contest. If a district does not hold a contest using the prescribed rules, it may select an entry by other means and certify it with the district administrator's signature. Clubs within a non-districted area should email their entry forms to Key Club International, [keyclubinfo@kiwanis.org](mailto:keyclubinfo@kiwanis.org), by the last Friday in April.
- B. The promotional video must be produced by club members only at **a cost not exceeding US\$300.**
- C. The video should promote Key Club as an organization and/or the Key Club within its respective school/community.
- D. The length of the completed video should be **no more than 60 seconds.**
- E. The video must be submitted online containing **no copyrighted music.**
- F. The following information must be submitted with each entry:
  - 1. Name of the Key Club and district.
  - 2. Contact name and information for a Key Club member responsible for the submission.
  - 3. Itemized list of all costs associated with the video production, including cost of the video.



G. Videos will be judged according to the following criteria:

Promotional value	
Originality	10 points
Promotion of Key Club	20 points
Clarity of message	20 points
Quality of production	
Sound	10 points
Picture	10 points
Overall impression	30 points

- H. Suitable awards will be presented to first, second and third place at the International Convention.
- I. To be eligible for the international contest, the entry that wins the district contest must be received by the Key Club International office no later than the last Friday in April.
- J. All entries will become the property of Key Club International and will not be returned to clubs. Key Club International reserves the right to reproduce or broadcast any contest entries. Winners of the international video contest will be uploaded to the Key Club International YouTube channel following the International Convention.
- K. All entries should be in good taste and appropriate to the standards set by the Objects of Key Club International.
- L. The decision of the judges is final, and no changes, alterations or regrading will take place after the results have been certified by the judges of this contest.

PROMOTIONAL VIDEO CONTEST ENTRY FORM

Name(s) of Key Club:
Primary Contact Email Address:
Key Club ID, found on <a href="http://keyclub.org/muc">keyclub.org/muc</a> :
H
Address of the Key Club:
Name of Key Club Advisor:
Email addresses for Key Club Advisor:
Shareable link of entry (required):
Copyright free song title(s) and publishing company for music
Itemized list of all costs associated with the video production, including cost of the video.

## YEAR IN REVIEW CONTEST

The year in review contest is designed to showcase each club's hard work and dedication during the Key Club year. The contest is split between traditional and digital scrapbooks. Key Clubs should submit their scrapbooks to their districts according to the instructions provided by the district administrator.

### YEAR IN REVIEW CONTEST OFFICIAL RULES

- A. A Key Club may enter either a traditional or digital scrapbook containing pictures, souvenirs, examples, news clippings, etc., of its activities during the club administrative year (defined as the time from district convention to district convention).
- B. Each scrapbook must be divided into these six categories: service to school; service to community; fundraising projects; Kiwanis family interaction; Major Emphasis involvement; and miscellaneous. (The Major Emphasis theme is Children: Their Future, Our Focus.)
- C. Each category must be separated accordingly, and pages or slides must be organized with a table of contents included at the beginning of the scrapbook. Judges will deduct five points for missing divisions between categories or title slides and five points for a missing table of contents.
- D. To be eligible for the international contest, the entry that wins first- and second-place in the district contest must be received by the Key Club International Office no later than the last Friday in April.
- E. Only the first- and second-place district winners in each category will be eligible to compete in the international contest. If a district does not hold a contest, it may select an entry by other means and certify it with the district administrator's signature. Clubs within a non-districted area should submit their entries to Key Club International by the last Friday in April.
- F. Each traditional scrapbook must be made of pages no larger than 14 x 14 inches (35.5 x 35.5 cm). For digital scrapbooks, PPT, PPTX, ODP and PDF are all supported presentation file types.
- G. Scrapbooks will be judged on a point system as follows:

Visuals – 30 points total	
Artwork and decorations	15 points
News articles and photos	15 points
General content – 70 points total	
Service to school	20 points
Service to community	20 points

Fundraising projects	10 points
Assistance to Kiwanis projects	5 points
Involvement with Major Emphasis Program	5 points
Organization: Table of Contents (NEW)	5 points
Miscellaneous	5 points

- H. The contest entry form must contain the following: Key Club name, city, state/province, district and an itemized budget for the scrapbook. This statement must be signed by the Key Club president and faculty advisor, stating that **the entry's retail cost value (including photographic materials) does not exceed US\$300**. Failure to comply with this rule will result in disqualification. Each scrapbook being judged in the international competition must be the exact same scrapbook judged at the district convention. Any alterations in the scrapbook will result in disqualification.
- I. Traditional scrapbook entries and entry forms must be brought or mailed to the Key Club International office no later than the last Friday in April. Digital year-in-review entries and entry forms must be submitted with a shareable link in the district report no later than the last Friday in April.
- J. Suitable prizes will be awarded for first, second and third place scrapbooks judged best on the basis of visuals and content.
- K. The decisions of the judges are final, and no changes, alterations or regrading will take place after the results have been certified by the judges of this contest.

YEAR IN REVIEW CONTEST ENTRY FORM

Name(s) of Key Club:

Primary Contact Email Address:

Key Club ID, found on [keyclub.org/muc](http://keyclub.org/muc):

H

Address of the Key Club:

Name of Key Club Advisor:

Email addresses for Key Club Advisor:

Shareable link of entry (required):

Itemized list of all costs associated with the production of the scrapbook or video:

This affirms the scrapbook's retail cost value (including photographic materials) does not exceed the amount of US\$300.

## MAJOR EMPHASIS AWARD

The Major Emphasis Award is given to the Key Club that has produced, through its unselfish efforts, the best Major Emphasis Project of the year. Any project completed on a local scale according to the theme of "Children: Their Future, Our Focus" shall be considered a Major Emphasis project.

### MAJOR EMPHASIS CONTEST OFFICIAL RULES

- A. Only one winner in the district contest will be eligible for entry in the international competition.
- B. The report must be typed and completed in its entirety. Each section in the report (see governing rule G) must begin on a new page with a section heading. There is no word limit. The official Major Emphasis Involvement Report cover sheet must accompany all entries.
- C. In the report, specifically describe activities related to youth leadership development during the Key Club year. The report may include copies of news articles, photos or other pertinent information. Both hands-on service projects and fundraising efforts are eligible for this award.
- D. Awards will be given to the first-, second- and third-place Major Emphasis reports at the International Convention. There are no platinum, silver, gold or bronze divisions in this contest.
- E. To be eligible for the international contest, the report that wins the district contest must be received by the Key Club International Office no later than the last Friday in April.
- F. The decisions of the judges are final, and no changes, alterations or regrading will take place after the results have been certified by the judges.
- G. Descriptions and point values for each required section are as follows:

Need: establish in what way the project deals with the Major Emphasis.	10 points
Plan: Describe how the project was organized.	10 points
Implementation: Describe the steps taken to implement the plan.	20 points
Final results: Describe the benefits of the service rendered.	20 points (NEW)
Partnerships with the Kiwanis family and other organizations: Describe actions and partnerships formed. Describe how the project was publicized.	10 points

Percentage of club members participating:  1-9% = 1 point    50-59% = 6 points  10-19% = 2 points    60-69% = 7 points  20-29% = 3 points    70-79% = 8 points  30-39% = 4 points    80-89% = 9 points  40-49% = 5 points    90-100% = 10 points	10 points
Club's overall program dealing with the Major Emphasis: Describe any other projects/programs your club implemented to address the Major Emphasis. Describe how your club worked with the Major Emphasis during other parts of the year.	20 points (NEW)

MAJOR EMPHASIS INVOLVEMENT REPORT COVER SHEET

Name(s) of Key Club:
Primary Contact Email Address:
Key Club ID, found on <a href="https://keyclub.org/muc">keyclub.org/muc</a> :
H
Address of the Key Club:
Project Name:
Total Service Hours Involved:
Brief Description of the Project:
Name of Key Club Advisor:
Email addresses for Key Club Advisor:
Shareable link of entry (required):



## **SINGLE SERVICE AWARD**

The Single Service Award program recognizes individual Key Clubs for their single best service project.

### *SINGLE SERVICE CONTEST OFFICIAL RULES*

- A. A qualifying single service project shall be defined as a club service project planned, organized and produced by the Key Club that occurs on a single day, occurs on consecutive days or recurs on different days. Projects acceptable for this award may include both hands-on service projects and fundraising efforts. A recurring project must be one project that is repeated for the purpose of achieving the same service goal.
- B. Entrants must fill out the official Single Service Report form and submit it to the district for competition according to the district's guidelines. Clubs within a non-districted area should email their entries to Key Club International, [keyclubinfo@kiwanis.org](mailto:keyclubinfo@kiwanis.org), by the first Friday of May.
- C. Clubs will compete with other clubs of similar size within four membership categories:

Bronze	35 members or fewer
Silver	36-60 members
Gold	61-85 members
Platinum	86 members or more

- D. Entries will be judged based on an accumulated total of points in the following categories:

Need	10 points
Plan	20 points
Implementation	20 points
Final results	25 points
Public awareness	10 points
Member participation	15 points

- E. Only activities that occurred during the district administrative year may be included in the report. Clubs within a non-districted area should report activities occurring between May 1 and the following April 30.

- F. All entries within each district will be judged to determine one first-place winner, and other levels of recognition as deemed appropriate, in each membership category. Each first-place report should be forwarded to Key Club International for competition with other first-place winners. No changes may be made to the report by the club, district or judging committee. Reports must be submitted to Key Club International by the last Friday in April.
- G. All entries from non-districted clubs will also be judged to produce a first-place winner in each category. Reports must be received by the last Friday in April. An entry may be disqualified by the judges for reporting incorrect information or for not following the rules of the district's competition. Any disqualification at the district level requires the approval of the district administrator or their designee. An entry may be disqualified by the judges at the international level for the same reasons, and any disqualification requires the approval of the international director.
- H. Clubs achieving first place and other places at district and international levels of competition will be recognized accordingly. At each level of judging, the decisions of the judges are final. No changes, alterations or regrading will take place after the results have been certified by the judges.

*SINGLE SERVICE AWARD REPORT FORM COVER SHEET*

Name(s) of Key Club:
Primary Contact Email Address:
Key Club ID, found on <a href="http://keyclub.org/muc">keyclub.org/muc</a> :
H
Address of the Key Club:
Project Name:
Total Service Hours Involved:
Brief Description of the Project:
Name of Key Club Advisor:
Email addresses for Key Club Advisor:
Shareable link of entry (required):

## SIGNATURE PROJECT AWARD

Each year, Key Club will recognize clubs for recurring projects that make a positive impact on communities. The top project in each club size category will be recognized at the annual Key Club International convention.

Signature projects are service projects that a club conducts at least annually — and for which it has become known in its community and on campus. A project must occur annually for the past three to five years.\* (Clubs that have recently started a new project that will recur, or that have conducted a one-time project, should consider entering our “Single Service” or “Major Emphasis” contests.) Key Clubs interested in submitting their projects into the contest must use the online form, which will be available in January. The entry form must be submitted electronically 10 days prior to the district’s convention or by the district’s due date, whichever is sooner. Late entries will not be accepted.

### *SIGNATURE PROJECT CONTEST OFFICIAL RULES*

1. Any Key Club in “good standing” may enter. To qualify as in “good standing,” a club must have 11+ dues-paid members and an updated roster.
2. The submitted project must occur at least annually.
3. **Clubs must submit the entry form by the district’s due date.** Late entries will not be accepted. All contest entries must be submitted through the online submission form.
4. Only club projects may be submitted for consideration. District projects are not eligible.
5. Clubs are only eligible to win every three years.
6. Multiple clubs from a single district may enter.
7. All contest entries will be confirmed as received via an email to the submitter, with copies sent to the club’s Key Club district governor and district administrator.
8. The international contest closes by the last Friday in April. Submissions after that will not be accepted.
9. A panel consisting of members of the Kiwanis International Board of Trustees and the Key Club International Board of Trustees will review all submissions that meet contest criteria and will select the platinum, gold, silver and bronze winners.
10. The decision of the panel is final.
11. The platinum, gold, silver and bronze winners will be awarded at the Key Club International convention.

Entries will be judged based on an accumulated total of points in the following categories:

**Impact** .....25 Points

Strengthens the club’s **membership** ..... 20 Points

Strengthens the **partnership**..... 20 Points

Enhance the Key Club image or **brand** in your community..... 10 Points

Occurs at least **annually**..... 25 Points

*SIGNATURE PROJECT CONTEST ENTRY FORM*

\*required answer

1. Name of the signature project\*

Ex: "Operation Winter Warmth" (50 character maximum)

2. Name of club owning this signature project\*

Ex: "Washington High School Key Club" (40 character maximum)

3. Club ID number\*

"H" plus five numbers Ex: H12345 - Be sure and include a capital "H" in front of your club number.

4. How many active members are in your club?\*

5. Based on your current number of club members, select your contest tier.\*

Bronze: 35 members or fewer

Silver: 36-60 members

Gold: 61-85 members

Platinum: 86 members or greater

6. Club city, state, and country (if applicable)\*

7. Club advisor name\*

First Name\*

Last Name\*

8. Club advisor email\*

9. Name of person submitting this entry\*

First Name\*

Last Name\*

10. Email address of submitter\*

11. District name\*

12. Type of signature project\*

Service project

Fundraiser

A fundraiser might also have a service component, so select the primary focus of your project or event.

13. How many years have you conducted this project or event? Please enter a number from 1 to 100.

14. Does your club conduct or intend to conduct this project at least annually? If you answer no, then this project doesn't qualify as a Signature Project. \*

15. How many people were served or helped by your most recent event?\*

16. What's the primary focus of your signature project?\* Select one.

Art  
Bullying prevention  
Education  
Employment support/training  
Environment  
Fitness  
Health  
Holiday event Hunger  
Leadership development Literacy  
Mental wellness  
Play or sports  
Shelter  
Poverty  
Water crisis  
Other (See question 17 below.)

17. If the focus of your event wasn't listed above, please enter it here (50 character maximum).

18. What community group is primarily being served by your signature project?\* Pre-kindergarten (5 years and under)

Kids (6-12 years)

Teens (13-18 years) Adults

Families

School staff

Kids with disabilities

Adults with disabilities

Senior citizens

Other:

You may check multiple selections.

19. Describe how you determined the community's need and how you formed your plan for making an impact. (1500 character maximum.)\*

20. Describe the impact your project has had on the audience served and how you measured it.\*

21. How many people attended your most recent event? Don't include Key Club members, just community guests. \*

22. How many club members participated? Include both those involved in the planning and execution. Double check that your answer is not greater than the number of members in your club. \*

23. How many members from OTHER Key Clubs helped with this project? \*

24. Select the Kiwanis family clubs that participated.

Kiwanis

Aktion Club

- K-Kids
- Builders Club
- CKI
- None of the above.

Please describe the involvement of other Kiwanis family clubs (800 character maximum).\*

25. If this is a fundraiser, what were the total funds raised by the project?

Total gross ticket sales or revenue. Do not subtract expenses. Convert to USD using [this currency converter](#) or something similar.

26. What are the total expenses for your signature project? Please indicate the name of your currency.

27. How many new club members, if any, were gained through the project this year? \*

28. How did you promote your event or project? \*

- Club website
- Club social media
- Local media
- Flyers
- Email Other:
- Check all that apply

29. Share details of your promotional efforts for your project and club and explain how you used the Key Club brand. Number of promotions, reach, likes, etc. (800 character maximum.)\*

30. Select the Key Club International partners you collaborated with for your project.\*

- Erika's Lighthouse
- Schoolhouse
- Collegewise
- UNICEF
- Thirst Project
- None of the above

31. What local partners are involved in the project? Please use a numbered list and include their names and roles in your project (1000 character maximum).

32. Describe the impact your project has had on the audience served and how you measured it (2000 character maximum).

Optional.

#### FILE UPLOADS

Bring your project to life with five photos that best tell the story of your event!

The file upload limit for this form is 25 MB.

Check the settings on the shareable link to ensure individuals outside your organization can view and download them. Photos that cannot be viewed will not be included in this contest entry.