

KEY CLUB'S BIG PITCH

Key Club's Big Pitch gives Key Club members the opportunity to design and present creative, high-impact service project concepts that address real community needs. The contest strengthens skills in community-needs assessment, project planning, public speaking, teamwork and innovative service design. Top-scoring teams will be invited to deliver their pitch live at the 2026 Key Club International Convention.

OFFICIAL CONTEST RULES

A. Eligibility

- All participants must be dues-paid members of a Key Club in good standing with Key Club International.
- Teams must consist of two to five members from the same Key Club district. Clubs in non-districted areas may submit entries directly to Key Club International.

B. Definition of a service project

A service project is a member-planned initiative that:

- Identifies an authentic community need.
- Deepens understanding of that need through research and community input.
- Executes a thoughtful, feasible action plan that provides meaningful and measurable benefit to others.

Projects may be:

- New service projects
- Expansions of existing service projects
- Projects previously funded by a Youth Opportunities Fund grant
- Projects previously recognized through the Major Emphasis Award, Single Service Award or Signature Project contests.

C. Project requirements

A qualifying entry must be:

- Planned, designed and presented by the Key Club member team.
- Based on a demonstrated community need.
- A project that can feasibly be completed within 12 months of receiving funding (if awarded).

- Aligned with Key Club values: leadership, character building, caring and inclusiveness.

There is no limit to the number of project proposals that may be submitted per district in the 2026 contest year.

D. **Contest timeline:**

- April 1: Entry form opens
- May 1: Submissions due to Key Club International
- May 15: Notification to top proposal teams of invitation to pitch at the 2026 Key Club International Convention, July 1-5, in Dallas, Texas, U.S.
- June (convention week): Showcase and final rounds conducted live

The official entry form must be completed by the May 1 deadline. No edits will be permitted after submission.

E. **Judging rounds**

Preliminary round (virtual review):

Before the Key Club International convention:

- Judges review all submitted proposals for eligibility and rule compliance.
- Eligible proposals are evaluated on clarity, feasibility, need, innovation and impact.
- The highest-scoring projects advance to compete live at the Key Club International convention.

Showcase round (convention exhibit area)

During opening day:

- Teams set up their tabletop displays and stand with them throughout the Showcase.
- Judges and members circulate; teams give short, conversational pitches and answer questions. Judges include Key Club alumni, Kiwanis members and approved partners.
- Displays act as visual aids, but the focus is on:
 - Community impact
 - Project clarity
 - Feasibility
 - Ability to communicate and respond collaboratively

The top five teams advance to the final round.

Final round

- Each finalist delivers a three- to five-minute pitch using their single slide.
- Questions are drawn from a fishbowl.
- The final placement is determined by a live vote from Key Club members in attendance at the Key Club International convention.

F. Contest components

Teams invited to compete live at convention must prepare:

Tabletop display:

- Each team will receive a 28-by-40-inch (71-by-102-centimeter) trifold cardboard display, available for pickup by 4 p.m. on the first day of the convention.
- Displays support but do not replace the verbal pitch.

Single static slide:

- One Google Slide or PowerPoint slide
- No animations, videos or audio

Requests for optional accessibility and equity accommodations may include:

- Alternative presentation formats
- Assistive technology
- Captioned or ASL-interpreted materials
- Physical accessibility support

Requests must be submitted by May 27 to keyclubinfo@kiwanis.org.

G. Grant awards:

- 1st Place: US\$10,000
- 2nd Place: US\$3,500
- 3rd Place: US\$1,500

Grant funds will be issued to the Key Club, sponsoring Kiwanis club or district as described by the winning team.

H. Grant requirements

- All project activities and grant spending must be completed within 12 months of receiving the funds.
- A final report documenting activities, outcomes and next steps is required by the start of the next 2027 Key Club International Convention.
- Receipts or proof of purchase for all expenditures made with the grant funds.
- Unused funds may be reclaimed by Key Club International.
- A representative from each winning team must present the final grant report at the 2027 Key Club International Convention.

Questions? keyclubinfo@kiwanis.org.

ENTRY FORM [Entries must be submitted through the online form.](#)

1. Name of Key Club district
2. Name of Key Club(s)
3. Names of Key Club's Big Pitch Contest team members (two-five members)
4. Advisor name
5. Advisor email
6. Written proposal (250-500 words)

Including:

Overview of the service need:

7. Summary of research and community input
8. Description of the project concept
9. Estimated number of Key Club members participating in the service project

Detailed implementation plan:

10. Roles and responsibilities
11. Step-by-step action plan
12. Partnerships and collaborators

Community needs assessment data:

13. Research findings
14. Transcripts of interviews, survey results or community partner input
15. Any supporting charts and documentation

Timeline:

16. Planning through completion (12-month window)

Budget sheet:

17. Fundraising revenue

18. Matching funds

19. Project expenses

Letters/emails of support:

From:

20. Advisor

21. Kiwanis club

22. Service partners

23. Key Club or Kiwanis district

24. Community sponsors

25. Organization receiving service

Project history (if applicable):

26. Past versions of the project

27. Awards or grants previously received (e.g. Youth Opportunities Fund, Single Service, Major Emphasis, Signature Project)

Presentation materials:

28. Link or upload the slide presentation (PowerPoint or Google Slides only)

29. Optional: Additional supporting documents (photos, media, reports)