

KEY CLUB



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Dear advisor:

Thank you for supporting and inspiring Key Club members. This program is part of the Kiwanis Service Leadership Programs in the Kiwanis family, a global organization of members dedicated to serving the children of the world.

Kiwanis family clubs are a wonderful opportunity for our youth members to build social and emotional skills that prepare them for a life of leadership and service. Your leadership will go far in achieving these goals. This guide provides essential elements to support your work as a leader.

The advisor guide is divided into three sections:

- **Advisor tools:** practical resources for advisors
- **Service leadership model:** tools to implement the service, leadership and engagement learning model
- **Kiwanis International support:** resources and support from Kiwanis International

We hope your experience as a club advisor to a Kiwanis youth club will be rewarding and inspiring. Thank you for your service!





Advisor tools

Advising your Key Club members is no easy task, yet the sense of achievement and reward is always present. The resources found here will help you prepare your schedule for the year and understand your role with the club.

Getting your club started

When you're starting a newly chartered club, here are a few steps to get you started on the right foot:

- **Review this advisor guide.** This tool is meant to be a helpful resource for you. Read through this guide to get a good overview of what it takes to be a Key Club advisor.
- **Review club bylaws.** Part of the chartering process for a new club is to complete bylaws. To make sure your club is following your established bylaws, review this document and refer to it whenever you need clarification. The standard club bylaws can be found at keyclub.org/discover/howkcworks.
- **Read weekly emails from Key Club International.** From August to May, Key Club International publishes a weekly e-newsletter containing updates, tips, activity ideas, resources and much more for both advisors and students. Add keyclubinfo@kiwanis.org to your email contact list so you don't miss an issue.
- **Prepare for charter ceremony.** At the charter ceremony, the sponsoring Kiwanis club presents the new club with its charter, and the officers are publicly installed by taking the pledge to fulfill their duties. Club members receive their membership certificates and other materials. This ceremony is also a great way to educate the school and community on the mission of the club.
- **Connect with your district administrators.** The district administrator is your best Key Club support and advocate. This volunteer serves as the adult liaison in your Key Club district. If you haven't already done so, connect with your district administrator, so you can get the information and resources you need to support your new Key Club. If you need help making this connection, contact memberservices@kiwanis.org.

Have fun!

Tip: Need help finding a resource or information for our website? Contact keyclub@kiwanis.org. And look for our website redesign in 2016–17!

Monthly checklist

This monthly checklist will keep you and your club on task throughout the year. Adapt this checklist to meet the needs, culture and schedule of your club and school.

AUGUST

- ☐ **Kiwanis club meeting:** Plan for Key Club members to attend their sponsoring Kiwanis club's meeting to introduce themselves and report on how Key Club plans to start the year. This would also be a good time for members to report on any Key Club conventions or events they've attended, particularly if sponsorship was provided.
- ☐ **Board meeting:** Plan for both advisors to attend the first meeting of the club officers. At this meeting, the board will create a budget for the year, including how much fundraising the club will need to do to cover expenses, such as sending members to conventions and other events.
- ☐ **Advisors guide:** This tool is meant to be a helpful resource for you. Refer to it throughout the year as you support your club.
- ☐ **Club bylaws:** Part of the chartering process for a new club is to complete bylaws. A blank copy of the club bylaws can be found online at keyclub.org.
- ☐ **District fall events:** Is there a Key Leader weekend taking place in your district in the fall? This event is a great opportunity for all Key Club members, especially emerging leaders. Visit key-leader.org for a list of dates and locations. Also, find out if your district is having a Key Club fall rally.

SEPTEMBER

- ☐ **New members:** With the start of the school year, this is an ideal time to recruit new members. Suggestions for growing your club are on page 47.
- ☐ **Committee assignments:** Assess the members' committee preferences and review the assignments if needed. Suggestions for club committees can be found on page 40.
- ☐ **Fall mailing:** Fall mailing from Key Club International is sent to all clubs in mid-September. When you receive the mailing, review and share with the club officers the materials from Key Club International. If you don't receive the fall mailing by the first week of October, please contact memberservices@kiwanis.org.
- ☐ **Key Club magazine:** Members and advisors will be notified by email when it becomes available online.
- ☐ **Dues:** Work with the club secretary and treasurer to access the Membership Update Center at keyclub.org/muc to update membership records and pay annual dues. To receive an early bird patch, dues must be received by November 1.
- ☐ **Set service goals for the year:** Have officers discuss with club members which type of service they want to pursue. Consider planning a signature service project if the club doesn't already have one.

OCTOBER

- ☐ **Public relations:** Make sure the president has designated a public relations committee chairman to see that news and photographs of club activities are sent to the district bulletin editor, Key Club magazine, the school newspaper and the local newspaper.
- ☐ **Committee update:** Assess how the committees are functioning and determine how to strengthen certain problem areas, if necessary, with the board of directors.
- ☐ **Trick-or-Treat for UNICEF:** Encourage your club to participate in a Trick-or-Treat fundraiser for UNICEF this month. Look for information and tips in the weekly e-newsletter or visit keyclub.org/trickortreat.
- ☐ **Kiwanis One Day:** Participate in a Kiwanis One Day service project. Each April, Kiwanis One Day is an opportunity for all Kiwanis-family members to perform a community service project on the same day. (kiwanis.org/oneday)

NOVEMBER

- ☐ **Key Club Week:** The first week of November is dedicated to Key Club Week. This special week gives your club the opportunity to show your community what Key Club is truly about: service. Learn more at keyclub.org/keyclubweek.
- ☐ **Kiwanis Family Month:** Celebrated annually every November, Kiwanis Family Month is a great time to ask members of the Kiwanis family to attend your meeting, for your members to attend one of theirs or for a joint service project. Keep working for strong Kiwanis-family relations.
- ☐ **District convention:** Start planning for your club's participation in the district convention. Decide on fundraisers to send delegates. Contact your district administrator to find out more about your district convention or visit your district's website. Find your district's website at keyclub.org/districtwebsites.

DECEMBER

- ☐ **Status report:** Evaluate, along with your club officers, your club's progress so far. What's been accomplished? How many service projects have been completed? How can the club improve?
- ☐ **Dues:** Verify that dues have been paid.
- ☐ **Membership:** Along with the board of directors, assess membership development, growth and retention. Analyze the results to date and come up with a plan for the rest of the year.
- ☐ **District officer elections:** Are you encouraging qualified members of your club to seek office of governor, secretary, treasurer, editor or lieutenant governor?

JANUARY

- ☐ **Membership drive:** Conduct a membership drive to interest new members. Update club membership records using the Membership Update Center at keyclub.org/muc and submit new members' dues. More information on membership drives can be found on page 47.
- ☐ **Club officers:** Spread the word about upcoming club elections. Encourage club members to consider running for an office. Learn more about officer positions on page 32.
- ☐ **Key Leader:** Is there a Key Leader weekend taking place in your district in the spring? Perhaps those interested in club officer positions should attend. Visit key-leader.org for dates and locations.

FEBRUARY

- ☐ **Elections:** Your club should conduct elections to select the new club officers. Once elected, update their information in the Membership Update Center at keyclub.org/muc.
- ☐ **Officer training:** Train newly elected officers so that when they take over their offices, they'll know what's expected of them.
- ☐ **Divisional meeting:** If applicable, make sure delegates from your club attend the divisional meeting called by your lieutenant governor. Each club is entitled to two voting delegates for this meeting. Please note that divisional meetings sometimes occur at other times during the year as well.
- ☐ **District convention:** Continue your club's plans and fundraising for attending the Key Club district convention.
- ☐ **Convention contests:** Is your club entering contests during the district convention? Learn more about contests on page 43.
- ☐ **Achievement report:** Make sure that your club president and secretary complete your annual achievement report for the district convention.
- ☐ **Voting delegates:** Elect two club members to be voting delegates at your district convention.
- ☐ **Convention forms:** Make sure all necessary forms are filled out for district convention attendance.
- ☐ **District officer elections:** Are you encouraging qualified members of your club to seek the office of governor, secretary, treasurer, editor, or lieutenant governor? Share any campaign literature you receive with members of your club.

MARCH

- ☐ **Officer resources:** Be sure that outgoing officers pass on their resources and other files to incoming officers.
- ☐ **Spring mailing:** Review and share with the club officers the materials from Key Club International. If you don't receive the spring mailing from Key Club International by mid-April, please contact memberservices@kiwanis.org.
- ☐ **Key Club International convention:** Plan to attend the Key Club International convention, usually scheduled for the first week in July. Check with your district administrator concerning district tour information. Begin fundraising now to send delegates and other members to this informative and fun event.
- ☐ **District convention:** Attend your club's district convention with club officers and as many club members as possible. (Some conventions are in February or even April.)
- ☐ **Key Club magazine goes live online:** Key Club magazine is published twice a year. The March issue is digital only. The September issue is print only and is mailed to school advisors.

APRIL

- ☐ **Convention report:** Have club members who attended the district convention report to your club, as well as your sponsoring Kiwanis club, about their experience.
- ☐ **Lieutenant governor:** Have the club president invite your lieutenant governor to induct new members, install officers or attend a meeting as a guest. If you aren't sure who your lieutenant governor is, visit your district's website at keyclub.org/districtwebsites.

MAY

- ☐ **House of Delegates:** At least 20 days prior to the Key Club International House of Delegates at convention, Key Club will post online any proposed amendments to the bylaws and candidates for international office. Encourage members to review this information.
- ☐ **Future plans:** Organize a plan for the upcoming year with your incoming Key Club president.
- ☐ **Committee chairmen:** Assist the president, if needed, to determine club member interests and begin committee assignments for the upcoming year.
- ☐ **Installation ceremony:** Following elections, officers are installed at a ceremony and take office. Pins for new officers can be ordered at keyclub.org/store. A club officer installation outline can be found on page 37.

- ☐ **Budget:** Work with your club officers to create a budget for the coming year and present it to your sponsoring Kiwanis club board.

JULY

- ☐ **Key Club International convention:** Attend the Key Club International convention, especially the forum for Key Club advisors. Try to have at least two members from your club attend the convention.

ON-GOING

- ☐ **Membership updates:** When new members join your Key Club, update their membership records using the Membership Update Center at keyclub.org/muc and submit their dues.
- ☐ **Key Club events:** Attend the zone, regional or divisional training conferences when scheduled.
- ☐ **District project:** Assist the club in determining ways to support the district project, if applicable.
- ☐ **Kiwanis meetings:** Provide opportunities for Key Club members to attend Kiwanis club meetings and service projects.
- ☐ **Key Club meetings:** Invite members of the sponsoring Kiwanis club to attend Key Club meetings and service projects.
- ☐ **Interclub:** Encourage your club officers to have an interclub activity with your Kiwanis sponsor. Jointly plan a Kiwanis-family project with your Kiwanis club.

Advisor roles

Most Key Clubs are sponsored in partnership with a school or community organization and a Kiwanis club. Each of these partners identifies an advisor to serve as a mentor for the club. These mentors are known as the faculty advisor and the Kiwanis advisor. Both advisors provide counsel, make recommendations, provide information and guide the club members to give careful consideration and deliberation to issues at hand.

FACULTY ADVISOR

The faculty advisor works closely with the club, is familiar with the school or organization's procedures and acts as a liaison between the youth club, the Kiwanis club and school administrators.

Responsibilities to the school and principal/agency executive:

- Make certain all Key Club projects and fundraising activities are acceptable to the school or organization and are in accordance with regulations.
- Make certain the Key Club bylaws always comply with school or organization regulations that govern students.
- Ensure the financial records of the Key Club are kept in accordance with standard procedure for student groups.
- Advocate for the club and make sure that administration and faculty have an understanding of the Key Club.

Responsibilities to the Key Club membership:

- Attend all regular and board meetings.
- Assist the Key Club in obtaining meeting room space for regularly scheduled club and board meetings.
- Help recruit members for the club through contacts with other faculty members and students.
- Encourage proper and adequate publicity for Key Club events in school or organization publications.
- Seek ideas and suggestions for Key Club service projects from the faculty, administration and other groups.
- Help maintain order as needed.

Responsibilities to the sponsoring Kiwanis club and Kiwanis advisor:

- Discuss Key Club plans and problems with the Kiwanis advisor, perhaps away from the Key Club meetings, on a regular basis.
- Reach a mutual understanding with the Kiwanis advisor regarding proper sharing of responsibility for guidance, training and supervision.
- Invite Kiwanians to attend Key Club meetings and events.

KIWANIS ADVISOR*

Each Kiwanis club sponsoring a Key Club must have a Key Club advisor. Ideally, the Kiwanis club will have a Key Club committee and the advisor would be responsible for the successful operation of the Key Club.

The Kiwanis advisor supports youth club members and the faculty advisor in all their endeavors and also serves as the liaison between the sponsoring Kiwanis club, the youth club's faculty advisor and school administrators. The role of the Kiwanis advisor is important to the sponsoring Kiwanis club but also to the total operation of the Key Club.

Responsibilities to the school/organization and faculty advisor:

- Ensure there's open communication with the faculty advisor and regular meetings to discuss the plans and problems of the Key Club.
- Determine a mutual understanding of shared responsibilities for guiding, training and supervising the club.
- Support the faculty advisor in being an advocate for the Key Club at the school and with the school administration and faculty.

Responsibilities to the Key Club membership:

- Attend all regular and board meetings, and as many Key Club–sponsored service projects and events as possible.
- Seek ideas and suggestions for Key Club service projects from the community and the Kiwanis club.
- Help maintain order as needed.
- Invite and encourage Key Club members to attend Kiwanis club meetings and events.

Responsibilities to the sponsoring Kiwanis club:

- Report to the Kiwanis club all the successes and needs of the Key Club.
- Annually review with the entire Kiwanis club the 10 steps of sponsorship to Key Club. These 10 steps can be found at kiwanisone.org/sponsors.
- Maintain a clear criminal history and provide background check to Kiwanis club.
- Ensure all Kiwanis members who'll be working with Key Club members understand the Kiwanis Youth Protection Guidelines, listed on pages 58–60.
- Encourage Kiwanians to get involved and support the Key Club events.

SHARED ADVISOR RESPONSIBILITIES

- Ensure the Key Club meets regularly—ideally, once a week.
- Oversee that the club follows the both international and district bylaws of Key Club.
- Encourage club members to stand up and express their ideas and opinions.
- Assist in sending club members to district and Key Club International conventions.
- Work with the club secretary and treasurer to pay dues to Key Club International and the district in a timely manner. While it is the responsibility of the club leaders to handle dues, the advisors should oversee that it is completed. For more information on how to pay dues, see page 42.
- Support the club in sending delegates to both Key Club International and district conventions, as well as leadership opportunities, such as Key Leader.
- Confirm with the Key Club secretary that all members who have paid dues have been entered in the Membership Update Center and are active on the club's roster.

**If your Key Club is not sponsored by a Kiwanis club, there will not be a Kiwanis club or Kiwanis advisor to fill these responsibilities. The faculty advisor may want to partner with another person within the school, organization or community to serve as a co-advisor.*

Support to Key Club advisors

DISTRICT ADMINISTRATOR

The district administrator is a Kiwanis member appointed by the Kiwanis district leadership to oversee the activities of the Key Clubs within the district and the Key Club district board of officers. This Kiwanian is dedicated to the success of the organization and often has several years of experience in this position.

Ideally, the district administrator will have the opportunity to meet or at least communicate with each faculty and Kiwanis advisor on an annual basis. The district administrator attends all Key Club district events, and the district leadership training conference or district convention are ideal times to meet and speak with your administrator.

The district administrator is a good resource for both the faculty and Kiwanis advisor. Look for your district administrator's name and address in the Kiwanis International directory or contact the Kiwanis International Office for it. For everyone's benefit, please notify him or her if any of these situations occur:

- The club appears to be in jeopardy of losing its charter due to low membership, nonpayment of dues or change in the sponsoring Kiwanis club's relationship with your club.
- Any individual, member or otherwise, is injured during a Key Club-sponsored project or event.
- The faculty advisor is experiencing difficulty communicating with or receiving support from the sponsoring Kiwanis club.
- The club or any member is involved in an activity or behavior that violates Key Club Policies and Procedures.
- The lieutenant governor is not communicating with clubs or otherwise seems unresponsive to the club's requests.

Tip: To find out who your district administrator is, contact memberservices@kiwanis.org.

KEY CLUB INTERNATIONAL OFFICE

The Key Club International Office is housed in the Kiwanis International building in Indianapolis, Indiana. There, Key Club International staff work to develop training programs; produce literature and publications; administer the budget; counsel and advise the Key Club International Board, governors and district administrators; charter new clubs; process dues payments; and provide answers to questions from Key Club members and advisors.

Staff members are available to assist you during regular office hours.

Monday through Friday

8:30 a.m.–4:45 p.m. Eastern Standard Time (year-round)

Key Club International

3636 Woodview Trace

Indianapolis, IN 46268 USA

1-800-549-2647 U.S. and Canada

+1-317-875-8755

Website: keyclub.org

Email: keyclub@kiwanis.org



Service leadership model

The primary educational objective of Kiwanis Service Leadership Programs, including Key Club, is to prepare individuals to be the most engaged members of their current and future communities. We do this by giving young people the experience of **service leadership**.

Service leadership is the powerful force that occurs once people **discover their heart to serve, answer their call to lead** and **exercise the courage to engage**. It's the premier level of social contribution.

Heart to serve
Call to lead
+ Courage to engage
Service leadership

Advisors play a key role in helping members grow in these areas. A service club can provide experiential opportunities for members to develop in many ways, sometimes without any added educational intervention. However, most members will develop more when adults—people like you—take time to notice and comment on key behaviors and choices.

Overall, Kiwanis Service Leadership Programs make our global community stronger by not only providing service to those in need, but also enriching the lives of those members who serve in profound ways. As an advisor, you're a guide, a coach and an educator. Your role can be a powerful one in the growth of the next generation of service leaders. Thank you for that commitment to your community.

Heart to serve

Key Club can provide opportunities for students to discover their heart to serve. When students discover their heart to serve, they decide that serving others is a new, exciting way of life. The service club experience at a young age can help students accept their own ability to make a difference, enhance their knowledge of their own passions and convictions, and develop their ability to empathize with those in need in their communities.

How would you know if the members of your Key Club have a heart to serve? You might notice that members:

- Show more care and compassion for each other.
- Identify needs in their school and community with less prompting by advisors.
- Can better express their beliefs and ideas for how they want to serve others because they have a better sense of self.
- Can discuss their service projects with greater depth and insight, especially in regard to broader impact.
- Identify themselves as the ones who can make a difference.

How can an advisor support the discovery of a heart to serve?

- Ensure that service remains front and center as the purpose of the club.
- Facilitate conversation before and after service projects in order to help students express their emotions and insights.
- Pay attention to members who identify a passion and help them find resources to further investigate that passion.
- Introduce the club to community charities and cause-related organizations that they might not have discovered on their own.
- Make sure the club's choices for projects and service initiatives are student-led.

Service

Key Club teaches students leadership through service. Planning and taking part in service projects is a great way for your club members to gain leadership skills and make a difference in the community.

Projects committee

There are service needs all around your community and in your school or organization. To help organize these projects, a projects committee might be formed to focus on service. Their goal might be to plan one project in each of these three categories:



Serve

Hands-on service: Have your members roll up their sleeves and provide direct service within the community.



Donate

Fundraising and philanthropy: Raise money for an organization or cause.



Advocate

Awareness-building: Make others aware of an issue and encourage them to take action.

Service projects should be thoughtfully planned and executed. Therefore, it will be important for both advisors to help guide the club members in choosing a project and carrying it out. Here are five steps to help guide your club members:

1. **Seek out community needs.** Ask club members to research what needs the school and community have and how a service project might be able to meet those needs.
2. **Present to the entire club.** Once the club members have determined the needs in the school and community, ask them to present these needs and possible service projects to the entire club. Have the club agree upon a service project.
3. **Take action.** Once the club has decided on a service project, they'll need to figure out all the details and how they'll carry it out. Encourage your members to assign tasks, form committees and stay on schedule.
4. **Reflect.** Encourage club members to reflect after every service project. Have club members share stories and discuss their reactions. A good reflection experience allows members to process what they did, why it was important and how the service they did was meaningful to them.
5. **Evaluate and celebrate.** After reflecting on the project, encourage the club to evaluate the experience together. Was it successful? What could have been done differently to make it better? Have the club secretary keep notes as evaluation gives direction for improvement, growth and change.

Tip: Each Key Club member should be willing to do at least 50 service hours per year. Keep this in mind when planning service projects for the year. For a list of service project ideas, visit keyclub.org/service/hos.

Fundraising

Fundraising allows your club to either raise money for your club's events and activities or to help another community organization's cause.

Fundraising committee

To have a successful year in fundraising, a club might organize a committee and appoint a committee chairman. This allows a team of club members to devote its attention to developing and carrying out fundraising projects.

The fundraising process

Here are questions that will guide your club through a successful fundraiser:

- **Define a purpose.** Will the money go toward your club expenses? Or what charity/organization will benefit from this fundraiser?
- **Set a budget and goal.** How much money do you want to raise? What supplies and other expenses will you need to account for in your budget?
- **Identify the audience.** Who will buy what you are selling? How can you best reach them?
- **Set a timeline and deadlines.** When will the fundraiser be held? When will you need to start advertising? When will you need to nail down the event's logistics?
- **Assign responsibilities to club members.** Who will be in charge of sponsorships? Who will take the lead on advertising? Who is in charge of getting supplies and taking the lead at the event? How many members and parents are going to be working the event?
- **Get donations.** What will you need for your event? Are there any local merchants who might be willing to donate to this fundraiser? Will your supporting Kiwanis club be interested in this cause and be willing to help get donations and supplies?
- **Advertise.** Where can you hang fliers to attract buyers? How can you use social media to get the word out about the fundraiser?
- **Execute.** Who is bringing the supplies to the event? Who is the main contact for the event?
- **Thank everyone.** A successful fundraiser only works if everyone helps!
- **Track your earnings and success.** Report to your club, the Kiwanis club and the school how much you raised from your fundraiser, how the funds will be used and how the event went.

Tip: For a list of fundraising ideas, visit keyclub.org/service/fund.

YOUTH OPPORTUNITIES FUND

The Youth Opportunities Fund provides financial support for Key Club International events and projects. Through service grants to individual Key Clubs, members are able to improve their schools and communities.

Applications must be submitted by 11:59 p.m. EDT, October 15. Late applications will not be accepted. To be considered for funding, you must submit your application and signature page by the deadline. Incomplete applications will not be reviewed. Applicants selected for funding will be notified by email by January 1.

Grants must support the mission and core values of Key Club International and comply with the terms and conditions set by the Kiwanis International Foundation.

Grants should further the goals and ideals of Key Club, and promote exposure of Key Club in the area where the project takes place.

Only Key Clubs and Key Club members can apply for a grant.

The 12-month grant cycle begins January 1 of the notification year and ends January 1 the following year.

Grant recipients must spend their award for the approved purpose. Funds not spent for the approved purpose, or funds which remain unspent by January 1, must be returned.

Guidelines for completing the online grant application can be found online at keyclub.org/yof.

For questions, email us at yof@kiwanis.org or call 1-800-KIWANIS, ext. 133 (U.S. & Canada), or +1-317-217-6133 (worldwide).

How to apply for a YOF grant

Here are some basics about the YOF grant:

- YOF grants are given only to Key Clubs and/or club members.
- There is only one funding cycle for the YOF. Applications must be received by October 15.
- Clubs may request funding assistance ranging anywhere from US\$100 to US\$2,000. The committee typically funds clubs that are asking for a portion of the total cost of the project and clubs that are working with other organizations to fund and complete the project. Notification of the Key Club International Board's decision will be mailed no later than January 1st. Please note: The YOF grant is reimbursement-based.
- Guidelines for filing the application can also be found in the Key Club Guidebook under Board Policies. The Key Club guidebook can be found at keyclub.org/guidebook.

Applications can be submitted via mail to the Kiwanis International Office at:

Attn: YOF Application
3636 Woodview Trace
Indianapolis, IN 46268-3196, USA

Or fax the application to the Kiwanis International Office at 1-317-879-0204 or email it to yof@kiwanis.org.

For more information or to access the application, visit keyclub.org/yof.



Call to lead

Key Club can help young people answer their call to lead. Every person has leadership potential, and service clubs provide a forum for young leaders to unlock theirs. Someone with a call to lead will decide to step forward when the easier choice might have been to stand still. The service club experience at a young age can help students accept their own identity as a leader, enhance their knowledge of how to be a leader who is others-centered, and develop their ability to move an idea into purposeful action.

How would you know if the members of your Key Club have a call to lead? You might notice that members begin to:

- Be clear on his or her own values and act according to these values.
- Dream of what could be and believe these dreams are achievable—through their leadership and the commitment of the group members.
- Challenge the status quo with the intent of making things better.
- Believe that working together can bring greater achievement than working alone.
- Show appreciation for the other's contributions.

How can an advisor help more members answer this call to lead?

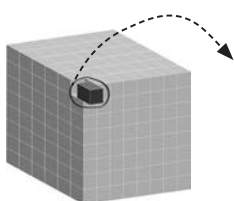
- Modeling your thought processes to help students grow.
- Let students lead and practice new skills.
- Provide informational praise by giving clear examples of the behavior you are praising.
- Encourage discussion before an event to discuss expectations, plans and desired outcomes.
- Use reflection after an event to help students identify the effective skills they used and the changes they'll need to make.

For more information on developing the skill of leadership, advisors should participate in the advisor online training, *Developing Leadership through Key Club*. Learn more at keyclub.org/advisoreducation.

Key Club structure

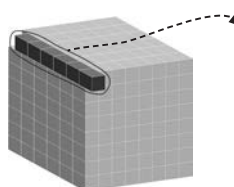
Key Club International is a self-governing, student-led organization. Each year, Key Club members elect their student officers at club, district and international levels during club meetings and/or district and international conventions.

Individual clubs belong to divisions, which belong to districts, which comprise Key Club International.



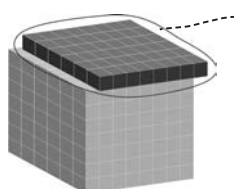
Club

Key Clubs are established in a high school or equivalent institution, or a community-based club may be chartered. Elected officers can include president, one or more vice presidents, secretary, treasurer, editor and one director from each class.



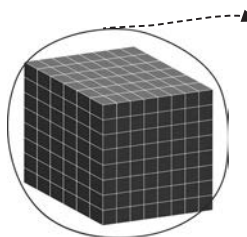
Division

Each district is divided into territories called divisions, made up of various clubs. Each division has a lieutenant governor, a student leader who carries out the district's policies and provides support to the clubs.



District

A district is sometimes defined by state or nation and tends to match a similar Kiwanis district. Each district is chaired by a governor, elected by delegates at the annual district convention.



International

Key Club International encompasses all clubs within the group's 33 organized districts and in foreign countries that are not included in any specific district. Key Club International is led by its international board, which is comprised of a president, vice president and 11 trustees, all students and active Key Club members.

Tip: Information on district and international officer positions and how club members can run for these offices can be found at keyclub.org/becomealeader.

Officer leadership structure

Club officers are elected by the members of each club.



CLUB PRESIDENT
VICE PRESIDENT(S)
SECRETARY
TREASURER
EDITOR
DIRECTOR FROM EACH CLASS

Lieutenant governors are elected by members of their division.



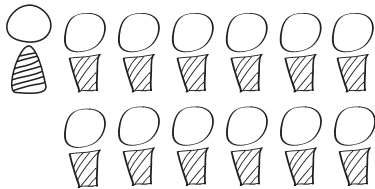
LIEUTENANT GOVERNOR

District officers are elected by members of their district.



DISTRICT GOVERNOR
SECRETARY
TREASURER
SECRETARY-TREASURER
EDITOR

International officers are elected by every club represented at the international convention.



INTERNATIONAL PRESIDENT
VICE PRESIDENT
TRUSTEES

Governance

The Key Club Guidebook is a resource containing Key Club International bylaws and board policies that is produced annually. It can be downloaded at keyclub.org/guidebook. The international, district and club levels operate under a set of bylaws that spell out their respective policies.

Standard Form of Club Bylaws

Each club is governed by the Standard Form of Club Bylaws. This document is a resource for clubs and is amendable by a two-thirds vote of the club members, with two weeks' notice, at any regular meeting. The amendments then need to be approved by the school administrator, the sponsoring Kiwanis club and Key Club International before taking effect.

Each club should have an updated set of bylaws on file with the Key Club International office. In the event a club does not have an approved set of bylaws on file, it is assumed to be operating under the Standard Form. The standard form of club bylaws can be found at keyclub.org/discover/howkcworks.

Standard Form of Key Club District Bylaws

Each district is governed by the Standard Form of Key Club District Bylaws and any approved amendments made by clubs of the district. This document is a resource for districts and clubs and is amendable by a two-thirds vote of the delegates present at the annual district convention. When changed, district bylaws must be approved by the Key Club International director or Key Club International Board, as well as the Kiwanis district board, prior to taking effect.

Key Club International Bylaws

This document outlines the purpose and objectives of Key Club International. Also included are sections governing the structure of the organization, membership in the organization, Key Club International board structure, conventions and revenue; club administration; membership in clubs; club structure; district structure and the duties of district officers; duties of international officers; Key Club International board administration; structure, timing, purpose and procedure for Key Club International conventions; and nomination and election of international officers. This document is a resource for the International board, districts and clubs. It is amendable annually at the international convention by a vote of two-thirds of the voting delegates. When changed, international bylaws must be approved by the Kiwanis International board, prior to taking effect.

Key Club International Board Policies

This document is published with the Key Club International bylaws. Topics covered include: committee structures; disciplinary procedures; international officer responsibilities; formation of districts and district operating procedure; administration of clubs and sponsoring Kiwanis club responsibilities; club statuses; campaign and election rules governing international officer candidates; conduct of members; and rules and criteria for international contests, awards and recognition programs. This document is a resource for the Key Club International Board, districts and clubs and is amendable by a vote of two-thirds of the Key Club International Board of Trustees.

Code of conduct

The following rules are enforced for all events sponsored by Key Club International.

Key Club members, adult advisors and invited guests are expected to demonstrate behavior consistent with the high ideals of Key Club and should abide by the provisions of the code while in attendance at any Key Club International event. Every member will respect the authority of the sergeant-at-arms committee, Key Club administrators and designated staff.

Responsible behavior

- All participants are expected to abide by all government laws and regulations.
- Members must respect the personal property of others as well as the property of any meeting or lodging facility. The placing of signs or messages on the windows of the hotel room is prohibited. No material may be affixed to any hotel walls. Any damage caused by a member must be paid for by that member.
- Members may not possess or consume any alcoholic beverages.
- Members may not possess or use any drugs or other controlled substance, with the exception of medication prescribed for the attendee.
- Members may not possess or use tobacco or marijuana products, including prescription marijuana.
- Members are expected to abstain from any activity of a sexual nature.
- Members are expected to not tolerate hazing or any action that creates unnecessary physical or mental discomfort, embarrassment, harassment or ridicule of others.
- Members may not possess weapons, firecrackers or anything of a dangerous nature or act in any way unbecoming of a Key Club member.

Lodging

- Members staying in a hotel or other lodging facility must sleep in their assigned rooms.
- Female members are not allowed in the room of any male member, and male members are not allowed in the room of any female member.
- Male and female members may be present together in hospitality suites when an adult chaperone is present.
- All members are expected to abide by a curfew beginning at midnight and lasting until 5 a.m. unless otherwise specified by the hotel. No Key Club members shall be allowed on balconies after curfew.
- Items within this section may be modified by the Key Club International Board with the approval of the international director.

Dress code

- All participants are expected to abide by the designated dress code of each session.
- “Professional” refers to dress shirt, slacks, neck tie, sport or suit coat and appropriate shoes for boys and dress or suit, skirt or slacks, blouse and appropriate shoes for girls.
- “Business casual” refers to slacks, collared shirt and appropriate shoes for boys and slacks, skirt or skort, blouse or collared shirt and appropriate shoes for girls.
- “Casual” refers to shorts or jeans, collared shirts, sweatshirts or appropriate tee-shirts and casual footwear for boys and shorts, skirt, skort or jeans, collared shirt, sweatshirt or appropriate tee-shirt and casual footwear for girls.
- At no time will any clothing with inappropriate language or graphics be allowed. Any shirts, shorts or skirts deemed to be of inappropriate length will not be allowed.
- All participants are required to wear name badges for all convention events.

Enforcement

- Violations of this code will result in notification to the respective district administrator and event chaperone.
- Violations involving destruction of property or possession, consumption or use of alcoholic beverages or controlled substances will result in dismissal of the attendee from the event.
- Notification, in writing, will be made by the Key Club International director or his or her representative to the school, Kiwanis sponsor and parents of any member disciplined under this section.
- These rules are effective as of the time you arrive at the event until the time you depart.

Club officers

Each Key Club is led by a student board. The club president, vice president, secretary, treasurer, editor and class directors comprise the board. These club officers are elected by their fellow club members at a meeting in February. These elected officers will then observe and train under the current club officers until taking office in May. The club officer positions and their responsibilities are listed below. In addition to club officers, a class director will also be elected from each grade level at the first meeting of the new school year.

President

- Establishes enthusiasm, support and open communication within the club.
- Ensures all club and board meetings are well-planned and executed.
- Develops relationships with school administrators, faculty advisors and Kiwanis clubs.
- Manages the club election process.
- Defines roles, club's expectations and specific projects for committee chairmen and other special appointments.
- Creates strategies, conducts evaluations and sets goals aimed at continuous club improvement.
- Includes all members of the club and makes them feel involved, educated and excited about their membership.
- Makes sure all officers, board members and committee chairmen are educated about their roles and responsibilities.
- Develops membership recruitment goals throughout the year and helps make sure new members become actively involved.

Vice president

- Learns and helps with the duties of the president in order to fill in or take over as necessary.
- Oversees the committee system, ensuring that the committees are meeting monthly and working on goals for the club.
- Conducts a new-member education program for all new members.
- Supports the other officers and their responsibilities.
- Works with the president to invite and coordinate special guests and speakers for club meetings and events.

Secretary

- Takes minutes at club and board meetings.
- Maintains all records, files and details that are important for the operation of the Key Club.
- Reviews the club's roster on the Membership Update Center and ensures that all dues-paying members are listed as active.
- Prepares the board of directors meeting agenda with the president.
- Collects and submits the monthly committee reports.
- Keeps attendance records of those present at meetings.
- Coordinates all club correspondence.
- Updates all contact information for the Key Club to the lieutenant governor and district administrator.

Treasurer

- Controls the club's money, its collection and disbursement.
- Understands school and other adult roles when dealing with club finances. Is aware of all school policies regarding student organization's financial accounts.
- Ensures procedures for collecting dues, updating membership rosters and submitting dues are properly followed and all deadlines met.
- Prepares the budget and financial report to be presented to the board for approval.
- Sends district convention registration fees and Key Club International convention registration fees to the appropriate addresses.

Club editor

- Makes sure the public and club are informed about the service Key Club is doing.
- Is proficient in and follows Key Club brand guidelines. More information on brand guidelines can be found at keyclub.org/brandguide.
- Ensures the Key Club magazine and the district publication are distributed to all members.
- Completes and submits a mayoral proclamation in honor of Key Club Week.
- Communicates to the community. Makes public service announcements, contacts local media and sends articles to local newspapers.
- Creates media releases for club service projects.
- Develops membership recruitment materials for club growth efforts.
- Writes and sends articles to the district publication.

Webmaster

- Manages online content for the club (i.e., social media and websites).
- Coordinates the schedule for social media content.
- Promotes the work of the club members.
- Maintains the online calendar of events.
- Monitors the internet for relevant information for club members.
- Posts the agenda and minutes for member access.
- Reviews data/analytics about social media posts.
- Publishes monthly blog (optional).

Class director

- Gathers suggestions for club development from class members.
- Makes sure the class knows they have a voice in what goes on with the Key Club.
- Provides input to the board on behalf of their class.
- Recruits new Key Club members from the class by publicizing Key Club and bringing potential new members to meetings.
- Trains the new class director at the end of his or her term, if possible.

ELECTION OF NEW OFFICERS

The recognized officers of each Key Club shall be the president, vice president, secretary, treasurer, editor and one director from each class. These officers shall constitute the board of directors of the club and shall have such duties as shall be prescribed in the club bylaws. All officers shall be active members in good standing of the club.

Tips for elections

Utilize an election committee. This group can oversee the process, create ballots, etc. The election committee might include the outgoing president and one member from each class. Members of this committee should not be running for office in order to remain unbiased.

The outgoing president should not vote in the elections; however, in case of a tie, this person serves as the final vote.

Recommended election process

Clubs have the autonomy to run their elections based on their club needs, their standards set in their club bylaws and standards set by the school principal or organization director.

That said, here is a recommended election process. For a fair election process with a learning component built in, plan these steps to take place during consecutive meetings. Elections usually take place in February.

Meeting 1: Election education

- Have the election committee announce elections for the upcoming school year and explain the process.
- Explain responsibilities for each office or conduct a training session of the duties of club officers.

Meeting 2: Candidates present platform

- Allow nominations/volunteers for each club position to be filled.
- Allow candidates for each office to present their platform and to campaign for the office they're seeking.

Meeting 3: Candidates speak and members vote

- Allow each candidate to speak to the club.
- Conduct elections by secret ballot.
- Election committee members, with an advisor present, count ballots and announce results.
- Provide sponsoring Kiwanis club, school/site administration and Key Club lieutenant governor with election results.

Meeting 4: Elect class representatives (to be done at the first meeting of the new school year)

- The directors of the club shall be elected from and by the classes they represent at the first meeting of the club following the opening of school in the school in the fall. They shall serve for one year or until their successors are duly elected.

CLUB OFFICER INSTALLATION

According to the Key Club International bylaws, installing a club's officers is done in the spring following elections.

Depending upon your club, you may want to have a formal ceremony in the evening along with the induction of new members, or you may want to do it during a regular meeting.

Invite members of your sponsoring Kiwanis club, the school principal, parents and the members of the Key Club to the ceremony. Depending on how elaborate the ceremony is, you may want to invite a district officer, perhaps the lieutenant governor, to be the installing officer.

Retiring past officers

The installing officer will invite the retiring officers to stand while he or she briefly refers to achievements made during their year of service. He or she will explain the value of continuity in the transition from one administration to another and encourage retiring officers to share their experience and insight with their successors.

Before officially inducting the new officers, the installing officer will address the retiring president, announce his or her name, and say: "You and your board have served your club and your school well. Please accept my thanks and congratulations. However, your job is not complete. You'll be in a position to advise and counsel the newly elected officers. Your help and guidance is still needed. Your experience and leadership can be great tools. Your knowledge of the executive duties enables you to make helpful suggestions as you transition this position to the leadership of the new president.

"I ask you to be willing to serve in an important capacity within this club. Make the transition of administration a smooth one by generously sharing your knowledge and experience with your successor. Also, continue serving your home, school and community, and carry on the virtues that Key Club has instilled in you." (Seat all retiring officers. Have new officers stand.)

Installing new officers

Here is a suggested script for the installing officer:

"Would the incoming officers please stand and come forward? Having been elected to the office of president, vice president, secretary, treasurer and class directors, you are responsible for working with the club advisors to make sure club business is accomplished.

"You are responsible for the administration of the affairs of the club. You must determine the policies and activities of the club, work with prospective members and continue to develop a strong club. You are charged with the control of all its bills and its money. In brief, all the general management of your organization rests upon you.

"You have a role at all club meetings, so plan to attend and take an active part in all club activities. Express your opinions by always thinking of the best interest of the whole club, not individual members or your personal wishes.

To the editor: "You've been elected to serve your club as editor. The job of editor is vital to the success of Key Club. You're responsible for the prime tool of communication, the club newsletter, as well as all other forms of communication. You're the voice of the club to the school and to the community. Let everyone know exactly what your club is doing to serve the children of the world."

To the treasurer: "You've been elected to serve your club as treasurer. In addition to financial ability, this office demands personal integrity, a quality your fellow club members saw while electing you to the office. Your duties will be to oversee the funds of your club, to keep proper records and to distribute them upon proper orders."

To the secretary: "You've been elected to serve your club as secretary. The job of secretary is one of the most challenging. It's your duty to keep a careful and accurate record of the activities of the club and preserve the records for further reference. You'll record membership, attendance and minutes of all meetings of the club. You'll keep the club organized, which will greatly contribute to the success of this group."

To the vice president: "You've been elected to serve your club as vice president. As next in office to the president, you become his/her understudy. You may be asked at any time to step up in his/her absence or incapacity. Let me then ask you to give careful attention to what I'm about to say to the elected president and to consider the remarks as being addressed also to you."

To the president: “It’s a pleasure to welcome you as the elected chief executive of this organization. It’s a great honor to serve as president, an office that makes you the highest authority but also gives you the heaviest responsibility.

You’ll give careful preparation and attention to your role of presiding at meetings. Give serious thought to the selection of your committees, seeking counsel from others and consulting with your fellow officers and Kiwanis and faculty advisors. Keep in constant contact with your committees and advise them in their work. Be ready to suggest to the board of trustees such plans as you may think would benefit the club.

Remember that you’re the president of a democratic club and that you work with your fellow officers or committees to further the mission of this club. I urge you in your leadership to keep one goal at the center of all your plans and endeavors, namely, to make the Key Club more vital to its members and more serviceable to the community.”

To all officers: “It’s a great privilege to welcome you into an official responsibility for the welfare of this club. I’m sure that you all deeply appreciate the honor bestowed upon you by your fellow members and that you enter upon your official business with the earnest resolution to be faithful to the trust placed in you. I congratulate you, and I congratulate the club for the wisdom of its choice for its official leadership.

The success of the club doesn’t depend upon any one of you individually but upon all of you collectively. In the democracy of Key Clubs, there should be no division among the elected representatives placed in charge of its affairs.

I therefore charge you never to hold your respective personal opinions above the collective opinions of this entire body. As you each rightly seek to give your best to the club, I urge you also to seek the best from your fellow members. Let all the board members freely share ideas about club activities in discussion, and let them be adopted only by the will of the majority.

Finally let me remind you that Key Club is a service club. It has definite Objects. Every member is convinced that these Objects offer a practical and effective plan, not only to develop each member into a better citizen but through you to build a better nation. It’s your job to translate that conviction into action. Yours is the leading and directing part of the process of making the Objects of Key Club work and making them deeply meaningful.”

The installing officer then shakes each officer’s hand and declares the officers duly installed.

Club committees

Each Key Club is expected to have standing committees. Having committees allows the Key Club officers to spread the workload and keep every member of the club active. A well-developed committee structure will help ensure the success of the club. Here are a few examples of why having committees for your club is beneficial:

- Provides opportunity for members to develop new skills
- Develops future club officers and leaders for your club
- Allows members to focus effort and energy on one single area rather than be spread too thin
- Gives leaders more time to plan and implement club goals
- Members feel their ideas are heard and they're making a difference

Here are a few suggested committees for your Key Club:

- **Kiwanis-family relations committee:** Works with the sponsoring Kiwanis club and other members of the Kiwanis family to plan joint service, social and fundraising projects.
- **Public relations committee:** Works to make Key Club a household name through club newsletters, school and local media, marketing campaigns for service projects and fundraisers, submissions to Key Club magazine and use of official Key Club marketing tools.
- **Programs committee:** Brings interesting speakers, films and entertainment to Key Club meetings and educates all members about what Key Club is and does.
- **Projects committee:** Initiates and implements all service projects.
- **Fundraising committee:** Develops and carries out fundraising projects.
- **Social committee:** Plans and promotes fellowship activities (dances, parties, etc.), coordinates birthday celebrations and works with club officers to recognize members for their hard work.
- **Membership development committee:** Helps invite new members into the club, encourages high attendance at all club events and works with the public relations committee to create materials for recruitment.
- **Elections committee:** Oversees the election process.

BOARD OF DIRECTORS MEETINGS

The board of directors is composed of the club's executive officers and directors. Clubs usually hold a board meeting prior to the club meeting to allow the officers and directors the opportunity to discuss the club and set the meeting agenda for the club meeting. Ask the club secretary to take minutes at all board meetings and keep them as a record so that all club members can see what the board voted on and discussed.

CLUB MEETINGS

Club meetings are different for each Key Club. The faculty advisor, the Kiwanis advisor and the club officers will need to determine how to efficiently run club meetings to best meet the club's needs. Although meetings are to be student-led, it's the advisors' job to help guide the club officers and oversee that the meetings are productive.

Here are a few guidelines to help the club's officers plan and lead club meetings:

Before the meeting

- Set an agenda and share it with the club members.
- Send a reminder to all club members about the club meeting.
- If a speaker or guest is attending, confirm with him or her before the meeting.

At the meeting

- Ask the club president or other officer to lead the meeting.
- Start with a short icebreaker or quote.
- Have a guest speaker educate members on new service opportunities or how to develop personal skills.
- Discuss upcoming service projects and Key Club events. Share how club members can get involved and support the projects and events.
- Host a short service project during your club meeting.
- Review the last club meeting's minutes.
- Evaluate the last service project.
- Allow committees time to meet, as needed.
- Recognize members for their great service and leadership.
- Thank everyone for being a part of Key Club.

After the meeting

- Distribute the meeting minutes to all attendees.
- Reach out to all the members who were unable to attend and update them on the club's progress.

Dues

After a Key Club is chartered, international and district dues are collected annually. The current amounts listed by districts are available at keyclub.org/dar/mdcr. Key Clubs can also establish club membership dues. However, authority for such an action should be outlined in the club's bylaws. It is recommended that club dues do not exceed Key Club International dues."

Both the Key Club faculty advisor and club secretary can access the online Membership Update Center at keyclub.org/muc to submit annual dues, add new members and update records after officer elections.

The fiscal year of Key Club International begins on October 1 and ends on the last day of September. To get started, have your club secretary follow these three easy steps to update membership and submit annual dues:

1. Round up information from each new member. Make sure you have the first and last name, email address and expected year of graduation.
2. Log in. Just go to keyclub.org/muc. Click on the "Members" tab to update club member information and the "Dashboard" tab to update club officer names.
3. Submit payment online. You may also print an invoice and pay by check under the "Finances" tab.

Attention faculty advisors: Only the faculty advisor(s) and Key Club secretary on record at Kiwanis International for your Key Club may access the Membership Update Center. If the faculty advisor name and/or email needs to be updated, please contact Member Services at memberservices@kiwanis.org or 1-800-KIWANIS ext. 411 before accessing the Membership Update Center. Once the faculty advisor is updated, he or she can update the club secretary's information.

Need help navigating the system? Kiwanis International has created a video for you. Check it out at kiwanis.org/mucvideo. (Note: This video doesn't include information about the online payment option because it was not available when the video was developed.)

If you have any questions or problems, contact our team at memberservices@kiwanis.org.

Reminder #1: Whenever you have new members join your club, add them to your roster at keyclub.org/muc and submit their dues.

Reminder #2: Immediately after the election of new officers, you have a very important task: Update your club's officers at keyclub.org/muc.

Awards and contests

Each year, clubs and members have an opportunity to showcase their accomplishments by entering into Key Club International contests. For rules, deadlines and judging criteria for each award, please refer to the Key Club Guidebook which can be found at keyclub.org/guidebook.

How it works

Submissions for both club and individual contests and awards will go to your district for judging. Winners at the district level are then submitted for competition at the international level. All international winners are recognized at the Key Club International convention.

Club awards

Here's a list of club awards:

- Club poster contest (digital and nondigital categories)
- Club video contest
- Major Emphasis Award
- Scrapbook contest (traditional and non-traditional, judged at Key Club International convention)
- Single Service Award
- Membership Growth Award
- Distinguished Club Award

Individual awards

Here's a list of individual awards:

- Distinguished district governor
- Distinguished district secretary
- Distinguished district treasurer
- Distinguished district bulletin editor
- Robert F. Lucas distinguished lieutenant governor
- Sandy Nininger Medal
- Key of Honor
- Oratorical contest (judged at Key Club International convention)
- Talent contest (judged at Key Club International convention)

For more information on each of these awards, visit keyclub.org/guidebook. Also visit your district's website for submission details and deadlines: keyclub.org/districts.



Courage to engage

Key Club can be an excellent forum for students to **exercise the courage to engage**. Someone who exercises the courage to engage decides to live a life of collaboration and not isolation. More than ever before, young people need to develop the capacity to effectively interact with others face to face. The service club experience at a young age can help students accept that collaboration is key to success, can enhance their knowledge of how to build coalitions to address community needs, and can develop their ability to build strong human connections through conversation.

How would you know if members of your Key Club have the courage to engage?
You might notice that members begin to:

- Show eagerness to engage with each other and build relationships.
- Become more and more approachable to others because of their interpersonal skills.
- Communicate more effectively in personal conversations and small groups.
- Work out conflict together with minimal help from advisors.
- Show confidence when engaging with people outside of the club, including school and community leaders.

How can an advisor support members exercising their courage to engage?

- Engage members in recruiting peers to get involved in service, whether it be one project or joining the club.
- Encourage club officers to include fellowship time at every meeting, using “icebreaker” activities to promote interaction.
- Set aside time for educating the members on core skills, such as proper introductions, active listening and social interactions.
- Pay attention and show appreciation to members who exhibit a high degree of excellence in social skills.
- Provide opportunities for club members to interact with adult leaders and parents in ways that allow them to practice social skills.

Club membership

The requirements for Key Club membership are set forth in the Key Club International bylaws. Specifically, Key Club membership is open to any student who desires to become a leader in his or her school and community and wishes to provide service to others.

Every Key Club member should be willing to perform at least 50 hours of combined service to his or her home, school and community annually.

Members of all Key Clubs are selected without discrimination in accordance to local, state, provincial and national laws.

Growing your club

Club growth will always need to be a priority. Growth produces new talent, brainpower and manpower for your club. Having more members in the club means a greater and more significant school and community service impact. It also gives a club greater ability to raise funds for charities and create more leaders in the community.

Member recruitment

There is no secret to member recruitment. It takes work, determination, creativity and enthusiasm. But, most important, it takes your club coming up with a plan.

Membership development committee

To ensure your club always has membership recruitment on the top of the priority list, form a membership development committee. This committee will work year-round to engage current members and create new ways to recruit new members.

Membership drives

Although club members should always be on the lookout for students who would make good Key Clubbers, Key Club International recommends that your club have two membership drives a year, one at the beginning of your school year and one at the end of your school year. Having a membership drive at the end of the school year will strengthen your club while school's between sessions, so it will be in full operation when school starts.

For suggestions on how your club can run a successful membership drive, visit keyclub.org/join/clubbuildinfo.

Tip: Here's a video that your club can use on social media and in emails to help promote your Key Club: keyclub.org/shoes.

Inspiring others to join

Membership is open to all students. If you have meaningful service, members will want to join and, most importantly, will want to stay. Remember: People join people. The majority of members in the Kiwanis family joined because they were asked by a friend or because a specific person inspired them to join. Remind your club members to speak to their peers often about the benefits of being a Key Clubber.

Advertising

Encourage your club members to make sure everyone in the school is aware of all the accomplishments and happenings of your Key Club. Whenever the club has an upcoming event, have your members hang posters, hand out fliers or set up table tents at the school. Send email announcements or write newspaper articles highlighting how others can help at the event or how to become a member of Key Club.

Events and conventions

Each year, Key Clubs participate in special events. For more information on each of these events, visit keyclub.org/events.

Key Club Week

Key Club Week is celebrated during the first full week of November each year. The purpose of this week is to promote the service Key Clubbers do within their homes, schools and communities to make Key Club a household name. For more information and ideas on how to celebrate Key Club Week, visit keyclub.org/keyclubweek.

District convention

Each district conducts a convention in the spring for the Key Clubs within a region. At district conventions, district officers are elected, club officers are trained and individual clubs are awarded for their dedication to service. For more information about your district convention, contact your district governor or visit your district's webpage which can be found at keyclub.org/districtconventions.

Kiwanis One Day

On Kiwanis One Day, generally the first Saturday in April, clubs can join other Kiwanis-family clubs for a united day of service. Think of the impact more than 600,000 Kiwanis-family members can make in one day of united service. For more information on Kiwanis One Day, visit kiwanis.org/oneday.

Key Club International convention

Every summer Key Club International celebrates a year of service at the international convention. Approximately 2,000 students and advisors gather together to introduce new programs, present awards to outstanding clubs, conduct the organization's business, attend educational workshops and elect international officers for the upcoming year. Key Club International convention has something for everyone. Every club is encouraged to send at least two delegates and advisors, although many clubs send all their officers and other key members. For more information about international convention, visit keyclub.org/convention.

Remember to check key-leader.org for dates and locations for a Key Leader event in your district.

Key Club Alumni

Once a Key Club member graduates, a whole new chapter begins. Service is a lifelong journey, and no matter where a student goes from here, Key Club stays with them.

After high school, former Key Club members are welcomed as associated members of Kiwanis International through the Key Club International Alumni program. It's a great way to keep up to date with Key Club and with fellow alumni. There's no cost to be an associate member. Best of all, alumni continue to be part of the Kiwanis global network, which allows participation in service opportunities and special events. This continued connection with Kiwanis is meant to encourage alumni to continue a life of service.

Kiwanis International also sponsors Circle K International, the premier collegiate community service organization. The collegiate years are the crossroads of life—time to choose a path and follow a passion. Key Club alumni may choose to make a difference in the world by giving back to others through Circle K International (CKI).

Key Club advisors can direct Key Club seniors to sign up at keyclub.org/seniors or just verify that members' information is correct in the Membership Update Center so they can automatically be enrolled in the Key Club Alumni program upon graduation.



Kiwanis International support

Kiwanis International empowers people at every stage of life to become competent, capable and compassionate leaders by helping them learn to help others. Through its Service Leadership Programs, Kiwanis enables its youth and adult leaders to serve their communities, opening doors for them to change the world.

Service Leadership Programs overview

Kiwanis has been sponsoring youth programs since the first Key Club was chartered in 1925. Since then, other programs have been added—including Aktion Club for adults with disabilities—and each has enjoyed continued member success. Around the world, these Service Leadership Programs (or SLPs) have become core projects of sponsoring Kiwanis clubs. Each SLP belongs to one of two categories: service clubs or programs/initiatives.

SERVICE CLUBS

K-KIDS

First chartered club: 2000

Mission: K-Kids is an international student-led organization providing members with opportunities to perform service, build character and develop leadership.

Members: Elementary school students ages 6–12

Website: kkids.org

BUILDERS CLUB

First chartered club: 1975

Mission: Builders Club is an international student-led organization providing members with opportunities to perform service, build character and develop leadership.

Members: Middle school students ages 11–14

Website: buildersclub.org

KEY CLUB

First club formed: 1925

Mission: Key Club is an international student-led organization providing its members with opportunities to perform service, build character and develop leadership.

Members: High school students ages 14–18

Website: keyclub.org

Notes: Key Club has seen a progressive growth in membership for many years. Key Club is governed by a student board of current members.

CIRCLE K INTERNATIONAL (CKI)

First chartered club: 1947

Mission: CKI is an international student-led organization seeking to develop college and university students into a global network of responsible citizens and leaders with a lifelong commitment to service.

Members: Students enrolled at an institution of higher education

Website: circlek.org

Notes: CKI is governed by a student board composed of current members.

AKTION CLUB

First club formed: 1987

Mission: Aktion Club provides adults living with disabilities with an opportunity to develop initiative, to learn leadership skills and to serve their communities.

Members: Adults (18 and older) who have a disability

Website: aktionclub.org

Notes: Aktion Club has seen membership success over the past 10 years.

PROGRAMS/INITIATIVES

BRING UP GRADES (BUG)

Bring Up Grades (or BUG) is designed to provide recognition to students who raise their grades into an acceptable range and then maintain or continue to raise them from one grading period to the next. Recognition includes placement on the school's BUG Honor Roll; a pizza, ice cream or other food-themed party; and presentation of certificates and buttons. Kiwanis clubs provide financial sponsorship for the program and help to plan and develop the recognition ceremony.

Website: bringupgrades.org

TERRIFIC KIDS

Terrific Kids is a student-recognition program that promotes character development, self-esteem and perseverance. "Terrific" is an acronym for Thoughtful, Enthusiastic, Respectful, Responsible, Inclusive, Friendly, Inquisitive and Capable. Students work with the classroom teacher to establish goals to improve behavior, peer relationships, attendance or school work. All students who achieve their goals after a specific time are recognized as Terrific Kids. Recognition includes receiving a pin as a Terrific Kid; a pizza, ice cream or other food-themed party; and presentation of certificates and other giveaways. Kiwanis clubs provide financial sponsorship for the program and help to plan and develop the recognition ceremony.

Website: terrifickids.org

KEY LEADER

Key Leader is a weekend experiential leadership program for students ages 14–18. The curriculum focuses on "service leadership" and has modules on five major principles: integrity, personal growth, respect, community and pursuit of excellence. The weekend experience includes full group sessions led by a trained lead facilitator and small discussion groups called "neighborhoods." A challenge course of team-building activities is a popular feature. A team of Kiwanis volunteers from the district coordinates marketing and on-site logistics and generates financial support for students to attend. That team is led by a district chairman and site coordinator (for each event) appointed by the district governor.

Website: key-leader.org

KEY CLUB INTERNATIONAL ALUMNI AND CIRCLE K INTERNATIONAL ALUMNI

Alumni outreach initiatives started in 2010. The purpose is to identify and retain former Key Club and CKI members and engage them in the continuing work of Kiwanis International. This engagement includes, among others:

- Continuing to spread the message of Kiwanis International in their daily lives
- Contributing financially to the Kiwanis International Foundation and supporting their alumni club
- Joining or forming a Kiwanis club in their community

Upon graduation, Key Club and CKI members automatically become members of their alumni group and also become an associate member of Kiwanis, as a way to continue life of service with Kiwanis.

Website: keyclub.org/alumni and circlek.org/alumni

Insurance

The Kiwanis International Comprehensive General Liability Insurance Program provides legal liability insurance for clubs, members and Service Leadership Program organizations when they become legally obligated to pay damages to third parties for bodily injury or property damage associated with a Kiwanis-family sponsored function or activity.

This insurance covers Key Clubs in the United States, Canada and the Caribbean.

The provisions of the policy apply to most normal liability exposures of Kiwanis clubs and Service Leadership Programs. As with most insurance policies, there are exclusions, limitations and restrictions. For a list of these exclusions and more information, see the Club Insurance Resource Guide which is available online at kiwanisone.org/liability. Or contact the safety coordinator of your club's sponsoring Kiwanis club who can help in obtaining a certificate of insurance, filing a claim or getting the answer to a risk-management question.

Our partners

Kiwanis International welcomes corporate partners who align with the Kiwanis family's mission and preserve the trust of members and the communities, children and families we serve. Our partner's products, services and reputation must:

- Be compatible with and complementary to Kiwanis' mission and values.
- Reflect a high degree of integrity.
- Demonstrate a track record of high-quality products or services.

Our partners bring value to a Key Club by providing services and products that enhance members' service and work in the community. There are four levels of partnership, each with a unique program or product that can compliment a club's personality.

VISION PARTNERS

Our Vision Partners represent the highest level of partnership. Each partner chooses a specific platform in the Kiwanis family to focus. The partnerships exist year-round and allows for unique marketing campaigns that can bring added value and programs to clubs.

SERVICE LEADERSHIP PROGRAMS CO-SPONSORS

The Service Leadership Program co-sponsor package is also a year-round partnership. It reaches a specific demographic audience and is a great way to align a company with a Service Leadership Program audience. These campaigns often emerge from a specific need or request from our youth members.

PROMOTIONAL PARTNERS

In exchange for visibility and recognition within Kiwanis-family clubs, Promotional Partners take an active and visible role in driving awareness of the Kiwanis brand and mission. Campaigns can be created by the Promotional Partner, co-created with Kiwanis or tied to an existing Kiwanis program area.

PREFERRED CHARITIES

As Kiwanis International Preferred Charities, partnering organizations commit to providing various in-kind promotions and access benefits. In exchange, organizations are recognized as Kiwanis International Preferred Charities, and Kiwanis International encourages local club support via fundraising and service projects.

COMMUNITY PARTNERS

With a community partnership, Kiwanis International and an organization with a compatible mission help maximize each other's impact. Kiwanis International receives in-kind promotion from its Community Partners, and Kiwanis club members get access to partner-specific benefits. In turn, we recognize and promote that organization as a Kiwanis International Community Partner—and we encourage Kiwanis clubs to get involved with the partner at the local level.

CAUSE MARKETING PARTNERS

The Kiwanis family is large, diverse and eager for inspiration. As a Kiwanis International Cause Marketing Partner, an organization whose mission aligns with ours makes an annual financial investment. In return, our partner gets marketing rights—and opportunities to mobilize Kiwanis family members in support of a specific cause-marketing campaign.

Tip: Check out our list of partners when considering your next service project or fundraiser. For more information about our partners at every level, visit kiwanisone.org/partners.

Kiwanis Youth Protection Guidelines

Kiwanis is a premier provider of youth service clubs and programs, and we hold ourselves and our fellow members to the highest standards of conduct and awareness. The following guidelines were updated in October 2013 by the Kiwanis International Board to protect our youth and adult members and outline expectations for adults working with people under the age of 18. For the latest guidelines and resources, refer to kiwanis.org/youthprotection.

All adults working with youth under the age of 18 at any Kiwanis event are expected to read/understand, agree to, and abide by these guidelines.

Education: Every Kiwanis club is expected to inform and educate its members on these guidelines, best practices and what individuals must do when aware of youth in potentially harmful situations. This education must occur annually, including providing a copy of these guidelines to each club member.

Every Kiwanis district is expected to provide an educational forum or workshop at every district-produced convention and conference on guidelines and best practices for adults working with youth, using materials provided by Kiwanis International.

Chaperone: A chaperone is defined as a Kiwanis member, faculty member, parent, legal guardian or person who is in *loco parentis*, 21 years of age or older, that has been approved by the school or agency and registered with the school or agency to accompany the youth members at the specific event.

Criminal history background checks: Kiwanis clubs are required to have a clear criminal history background check—conducted and verified by Kiwanis International—of any member serving as a Kiwanis advisor to any Service Leadership Program club (Aktion Club, Circle K, Key Club, Builders Club and K-Kids). Kiwanis International's criteria shall be followed to determine whether the background check is considered "clear." Background checks shall be valid for no more than two years. SLP clubs that petition to charter will only be approved once the appointed Kiwanis advisor has a clear criminal history background check conducted and verified by Kiwanis International. Clubs are strongly encouraged to ensure confidential background checks for all adults who will work directly with youth outside of the school and/or who may not have undergone a background check. The criminal history background check should conform to applicable local and state/provincial laws and requirements.

Kiwanis International requires clear criminal history background checks conducted by its provider for all adults working with youth at all Kiwanis International-sponsored events. These include the Key Club International Convention, the Key Club Governor and Administrator Training Conference, the Key Club International Leadership Conference, and any Key Leader weekend.

All district chairpersons and committee members for all Service Leadership Programs are required to have a clear criminal history background check conducted by Kiwanis International. A district may also require criminal history background checks for other adults working with youth as part of district programs or events. (See Kiwanis International Policy B and Procedure 197 for complete information regarding criminal history background checks.)

Overnight stays: While attending a Kiwanis event that requires overnight stay in a hotel or camp/conference setting, adequate adult chaperoning is expected and must include no fewer than one adult male for each 10 or part of 10 youth males, and one adult female for each 10 or part of 10 youth females. Except for a parent sharing a sleeping room or other sleeping quarter (e.g., tent) with his or her own child, no adult should share a hotel or dormitory sleeping room or other sleeping quarter with a youth. In the event that sleeping quarters consist of multiple beds, such as a bunkhouse or camp cabin, adults may share the sleeping quarters with youth members of the same gender, provided that two or more adults are present.

Transportation: When transporting youth, the best practice is having three people in the car at all times, with documented approval from the parent or guardian for the transportation arrangements. When both of these conditions cannot be met, one of them should be. All transportation decisions should be made in accordance with local laws and school policies.

Medications: The possession of prescription and non-prescription medications by youth at a Kiwanis event should be permitted only by the written permission of the parent or guardian.

Use of Alcoholic Beverages, Tobacco, Marijuana, and Other Substances: While attending any Kiwanis event that is produced primarily by or for the benefit of youth, adults are expected to refrain from using or being under the influence of alcoholic beverages, tobacco, and/or marijuana products, even if prescribed for medicinal use. In addition, the use and/or possession of illegal drugs or the improper/illegal use of legal drugs is prohibited.

Reporting: If a Kiwanian observes troubling behavior involving a youth at a Kiwanis event or becomes aware of a situation that is illegal or potentially unsafe for a young person at a Kiwanis event, he or she must immediately contact the appropriate personnel at the event as well as provide notification to law enforcement personnel as appropriate. All local, state, provincial and federal laws regarding reporting must be followed. If a Kiwanian becomes aware of the troubling behavior after the event, he or she must contact leaders of the event and provide notification to law enforcement personnel, if appropriate.

Personal information: All documents bearing personal information of any youth attending a Kiwanis event, including registration forms, medical information forms, permission to treat forms, etc. should be treated as confidential. Processes that protect this information must be created, including minimizing the number of people who have access to any such documents. The documents shall be maintained a minimum of three years or longer as may be required by applicable state/provincial laws and regulations. After the maintenance period has expired, the documents shall be destroyed in a way that maintains confidentiality, such as shredding. The disposal and destruction of all confidential information shall conform to applicable state/provincial laws and regulations.

Youth and social media: For any social networking site that involves requesting a connection (such as inviting someone to be a friend on Facebook), adults should never initiate such connections with youth. If a youth requests such a connection from Kiwanians, they should use their best judgment in responding. Adults should treat their interaction with youth on social networking sites as though the interaction were occurring in public, in front of other adults and young people. In other words, if it would not be appropriate to say something to a young person in public, it should not be said as a comment on a social networking site either. Kiwanians should refrain from interactions that can be seen as excessive (such as constantly “liking” or commenting on a person’s posts on Facebook). Prior to posting any media online, such as photographs, obtain permission from any and all individuals (or parents for minors) that appear in that media; it could be illegal to do otherwise. (See Kiwanis International Policy B for complete social media guidelines.)

Behavioral or health issues: Kiwanians are often seen by a young person as an adult to trust with personal and/or sensitive information. Kiwanians should refrain from counseling youth and should instead find, or assist the young person in finding, appropriate expert assistance.

Conflicts with other rules: Whenever these guidelines conflict with local school policies or rules, or local state/provincial, or national laws or regulations, the highest applicable standards for conduct shall prevail.

Tip: An online education session covering Kiwanis Youth Protection Guidelines is available for any Kiwanian to review at KiwanisOne.org/CLE.

Kiwanis International Foundation

The Kiwanis International Foundation's mission is to assist Kiwanis International in serving the children of the world. It is where we extend our Kiwanis impact. The work of the foundation helps the Kiwanis family change children's lives—often in ways that clubs and districts otherwise couldn't afford.

Through the Kiwanis International Foundation, donors help make the future better for children around the world—and for members of Kiwanis' youth programs. You can join the fight to eliminate a deadly disease like tetanus, and you can join the immediate response to disasters that threaten families' health and welfare. Our foundation offers you a range of ways to make a difference—today, tomorrow and forever.

HOW WE CAN WORK TOGETHER

One of the primary ways the Kiwanis International Foundation fulfills its mission is through grants. Twice each year, the Board of Trustees awards grants to clubs, districts and district foundations. Those grants go toward filling a financial gap and assisting recipients with important projects and events. Our foundation encourages applications from Kiwanis-family members—which includes Key Clubs.

If you have a project that will make an impact in children's lives in your community or around the world, consider applying for financial assistance from the foundation. Past grant projects include: playground construction, backpack food programs, educational and/or afterschool programs, a food bank garden program, safety education and so much more.

Grant applications submitted by November 15 will be reviewed at the January/February board meeting. Applications submitted by April 15 will be reviewed at the June/July board meeting.

Program materials and application instructions can be found at kiwanis.org/foundation/grants. If you have questions or would like more information, call 1-800-KIWANIS, ext. 225 (U.S. and Canada), or +1-317-217-6225 (worldwide). Or email grants@kiwanis.org.

NOTES

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Resources

Website resources

Key Club Guidebook	keyclub.org/guidebook
Key Club Week	keyclub.org/keyclubweek
Key Leader	key-leader.org
Kiwanis club locator	kiwanis.org/findaclub
Kiwanis One Day information	kiwanis.org/oneday
Kiwanis Youth Protection guidelines	kiwanis.org/youthprotection
Membership Update Center	keyclub.org/muc
SLP club chartering information	kiwanis.org/charter
Youth Opportunity Fund	keyclub.org/yof

Social media resources

Key Club Facebook	facebook.com/keyclubintl
Key Club Instagram	instagram.com/keyclubint
Key Club Pinterest	pinterest.com/keyclubint
Key Club Twitter	twitter.com/keyclub

Acronyms

CKI	Circle K International
CMN	Children’s Miracle Network Hospitals
DA	District administrator
DCM	Divisional council meeting
DCON	District convention
GATC	Governors and Administrators Training Conference
ICON	International convention
IT	International trustees
KC	Key Club
KCI	Key Club International
KI	Kiwanis International
KIF	Kiwanis International Foundation
KOH	Key of Honor
LTG	Lieutenant governor
MEP	Major Emphasis
MOD	March of Dimes
MRF	Monthly report form
MUC	Membership Update Center
OTC	Officer training conference
RA	Regional advisor
RTC	Regional training conference
SLP	Service leadership programs
YOF	Youth Opportunities Fund

Definitions

District administrator: The person appointed by the Kiwanis district responsible for carrying out the administrative functions of the district as well as planning the logistics of the district convention and training conferences in addition to advising the Key Club district board and committees. This person also assists clubs and advisors when necessary.

District convention: A three-day event held each spring. This is where executive officers are elected, club officers are trained, membership is educated and ideas are shared between clubs. Visit your district's web page for more information on when and where your district convention will be held.

District governors: Key Club governors are the chief executive officers of each district. They work closely with other international and district officers to strengthen and expand Key Club. The district governor appoints all standing and temporary district committees and presides at the annual district convention and other district meetings.

Divisional council meeting (also referred to as the Presidents council meeting): An informative meeting led by the lieutenant governor that provides updates on divisional and district happenings and an opportunity for one-on-one assistance for clubs. Officers and members from each club are highly encouraged to attend. Advisors are welcome as well. Often service projects and social events are carried out in conjunction with these meetings.

Governors and Administrators Training Conference: A training conference for Key Club district administrators and newly elected Key Club governors conducted each May by Key Club International in the host city of the next year's international convention.

International convention: A weeklong event held in early July every year in which Key Clubbers from around the world gather together to learn, share ideas, elect new international officers and make decisions on the international level. Each Key Club is encouraged to send members to this event.

Key Club International Board of Trustees: Key Club is led at the international level by a student board of trustees, representing many districts. Key Club International offices include president, vice president and 11 trustees. Each trustee is responsible for acting as a liaison between the Key Club International board and at least two Key Club districts.

Key Club TV: Key Club's YouTube channel that has videos of club projects and recruitment pieces.

Key TV: A closed circuit broadcast that covers the Key Club International convention.

Key of Honor award: The Key of Honor is the highest recognition award presented by the Key Club International board honoring either a person who has made a lifelong positive impact upon youth in general and Key Club specifically, or an organization that has shown long-term support of youth and Key Club programs. Nomination criteria can be found in the Key Club Guidebook and nominations must be received by the Key Club International Office on or before the first Friday following January 5 of each year.

Lieutenant governor: The chief administrative officer within the division who serves as a representative for a set area of the district. This person serves on the district board and communicates important information between the district and club level. The lieutenant governor coordinates and leads division council meetings and division rallies and provides training and support to club presidents.

Major Emphasis: An International program that started in 1946 to focus Key Club's energy into making an international impact.

Membership Update Center: This is the database that all Key Clubs use to update membership status for their members. The faculty advisor and the club secretary have access to this database through Kiwanis International. For a tutorial on how to use the membership update center visit, kiwanis.org/mucvideo.

Monthly report form: Forms that summarize the service each Key Club does every month. The secretary from each club is in charge of filling them out and turning them into the district each month. These forms are used by the lieutenant governor and district to monitor how each club is doing and to provide any assistance necessary.

New-officer information sheet: This form provides the district with each club's officer's position, name, address, phone number and email addresses. It also includes meeting dates and other basic club information. These sheets are filled out and turned into the lieutenant governor after each election, as well as whenever there is a change in position or contact information.

Officer training conference: A conference designed to train club officers, usually conducted by lieutenant governors and adults working with the district administrator.

Regional advisor: Assists the district administrator by serving as a resource for a specific area of the district. The position serves as an advisor to a given number of lieutenant governors and assists with the logistics of division council meetings, rallies and officer training conferences.

Regional training conference: A conference designed to train club officers and advisors within a given area of the district, usually conducted by lieutenant governors and adults working with the district administrator. It educates Key Clubbers about changes, new programs and program areas of the organization.

Sergeant-at-arms: An officer whose duty includes maintaining order and security.

Youth Opportunities Fund: The Youth Opportunities Fund (YOF) is an endowed fund for Key Club International held within the Kiwanis International Foundation. This fund uses earned interest to help Key Clubs and Key Club members serve the world by providing grants for service opportunities. The fund also provides academic scholarships for higher education. The Youth Opportunities Fund was established through a portion of Key Club International dues and through the purchase of G. Harold Martin Fellowships.

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