

A black and white photograph of two young women smiling. They are wearing dark t-shirts with the text 'COURAGE', 'LEADERSHIP', and 'SERVICE' visible. The woman on the left has her hair pulled back, and the woman on the right has long dark hair. The background is blurred.

KEY CLUB®

# OFFICER TOOLKIT

*Caring: Our Way of Life*

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# About Key Club International

## History

Key Club is the largest student-led service organization in the world. The first Key Club was started in 1925 in Sacramento, California. It was a male-only club until 1977, when females were officially admitted into Key Club. Key Club boasts over 250,000 members internationally.



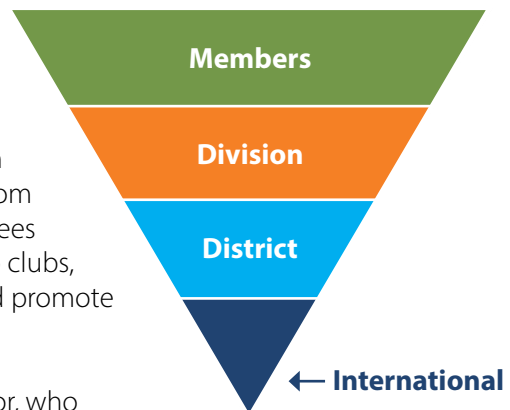
## Levels of Key Club

**INTERNATIONAL:** The international board is made up of 11 trustees, the vice president, and the president. They work with the international council, made up of the district governors from each district. The international level of the organization oversees the function of the entire organization, providing resources to clubs, teaming with outside organizations, working to complete and promote the organization's mission, etc.

**DISTRICT:** Each individual district is led by its district governor, who oversees the district board. The district board is composed of lieutenant governors, committee chairs and executive board members, all of whom work to assist, organize and engage the club level.

**DIVISION:** A division is made up of individual clubs in a specific region. A lieutenant governor from the division is elected/appointed to serve the clubs within the division by providing resources, training club officers, holding divisional events and representing their clubs at the district level.

**MEMBERS:** Members are the largest and most important level of Key Club International. The member level is where service events occur, fundraisers happen and everything that Key Club is about commences.



# Retention

## How to make meetings interesting

It is important to keep members engaged so that they keep coming back. An issue most clubs face is the loss of member attendance halfway through the year. Making sure that members stay engaged with the club is key to keeping their involvement.

Here are some ways to keep Key Clubbers coming back:

### ICE BREAKERS

- Have an icebreaker at the beginning of each meeting to get members talking with each other.
- Here is a link to a list of [icebreaker ideas!](#)

### INTERESTING PRESENTATIONS

- Having guest speakers from local organizations that want to team up with your Key Club is helpful in making meetings less redundant.
- Have multiple speakers instead of just the president speaking.
- Include educational videos about Key Club (i.e. Thirst Project, UNICEF, district- or international-provided videos, etc.)

### FOOD!

- Setting aside part of your Key Club's budget to purchase food for meetings will incentivize attendance.
- Doing this once a month or bi-monthly will keep costs low
- Ask your sponsoring Kiwanis to donate funds to purchase food for a meeting.





# 5 Tips for Growth

Outreach is vital to any club's success. Make sure to spend some time with your Key Club officer board to brainstorm new ways to attract new members. Below are five tips on how you can most effectively grow your membership:

## 1. Incentivize your meetings!

- Bring food to your meeting.
- Bring in outside organizations to speak to your club about a project.
- Schedule **icebreakers** at the beginning of your meetings.

## 2. Personal Invitations

- Make personal invitations to your meetings to hand out to other students at your school.
- Make sure the invitations include meeting time and date and what Key Club is/does.

## 3. Target Freshmen!

- Make it a goal to reach out to incoming freshmen.
- Freshmen want to be involved, so making them aware of how amazing Key Club is will hopefully encourage them to join.

## 4. Bring a Buddy campaign

- Have each member bring a friend to a meeting.
- Each member who brings a buddy gets a prize.

## 5. Announce Key Club to your school

- Work with faculty to schedule a time that you can speak for morning announcements.
- Talk to faculty about allowing time for you to give a brief description during an assembly on what Key Club is or provide a major accomplishment that your club has been able to do.

# Making Connections

## Kiwanis International Connections

Kiwanis International, the parent organization of Key Club, is devoted to supporting you. Strengthening Kiwanis relations is an important association as you lead service initiatives. Attending Kiwanis club meetings, discussing successes and challenges with Kiwanians or inviting them to service projects are all simple ways to build relationships. In return, their years of wisdom from being a member of the Kiwanis family, access to project funding, scholarship opportunities and community contacts can offer priceless benefits. Not to mention, their spirit and spunk make them fun people to interact with.

## Key Club District Connections

Key Club does not end at the club level. It is an international organization that encompasses 34 districts spanning over 38 countries. Connecting with your club's district board can be a valuable resource. The district is a wealth of information, from new and exciting service project ideas to access to scholarships and grants. Not only does your district have focus projects throughout the year, but its officers are trained to provide support, mentorship and, most importantly, a Key Club friend. A few ways to connect include joining district social media groups, interacting with district officers or attending district conventions.

## Faculty/Student Club Connections

Establishing strong connections with faculty and leadership clubs in your school is also important for the success of your Key Club. Whether it is foreign language club, student council or the journalism department, club connections matter. The more people involved in a project, the more impact the project makes. Need advertising support for a Key Club project? Partner with your media department to film a video announcement or write a story for your school's newspaper. Looking to increase school involvement? Student council can be your cheerleader. School faculty also can make announcements before classes and provide valuable advice.



# Contacting Your District

## ALABAMA

 alabamakeyclub  [alabamakeyclub.org](http://alabamakeyclub.org)

## BAHAMAS

 kcibahamas  [bahamaskeyclub.weebly.com](http://bahamaskeyclub.weebly.com)

## CAL-NEV-HA

 cnh\_keyclub  [cnhkeyclub.org](http://cnhkeyclub.org)

## CAL-NEV-HA KIWIN'S

 cnhkiwins  [kiwins.org](http://kiwins.org)

## CAPITAL

 kccrabs  [capitalkeyclub.org](http://capitalkeyclub.org)



## CARIBBEAN-ATLANTIC

 keyclubcad  [caribbeanatlanticdistrict.com](http://caribbeanatlanticdistrict.com)

## CAROLINAS

 carolinaskeyclub  [carolinaskeyclub.org](http://carolinaskeyclub.org)

## EASTERN CANADA

 ecdkeyclub  [keyclub.ca](http://keyclub.ca)

## FLORIDA

 flkeyclub  [floridakeyclub.org](http://floridakeyclub.org)

## GEORGIA

 gakeyclub  [gakeyclub.org](http://gakeyclub.org)

## ILINOIS-EASTERN IOWA

 iikeyclub  [iikeyclub.org](http://iikeyclub.org)

## INDIANA

 inkeyclub  [inkeyonline.org](http://inkeyonline.org)

## JAMAICA

 keyclubjamaica  [keyclubjamaica.com](http://keyclubjamaica.com)

## KANSAS

 kansaskeyclub  [kansaskey-club.weebly.com](http://kansaskey-club.weebly.com)

## KENTUCKY-TENNESSEE

 ktkeyclub  [ktkey.org](http://ktkey.org)

## LAMISSTENN

 lamisstennkeyclub  [lmtkeyclub.org](http://lmtkeyclub.org)

## MICHIGAN

 midkci  [mikeyclub.org](http://mikeyclub.org)



## MINNESOTA-DAKOTAS

 minndak.keyclub  [minndakkeyclub.org](http://minndakkeyclub.org)

## MISSOURI-ARKANSAS

 moarkdistrictkc  [moarkkeyclub.com](http://moarkkeyclub.com)

## MONTANA

 montanakeyclub  [mtkeyclub.org](http://mtkeyclub.org)

## NEBRASKA-IOWA

 neiakeyclub  [nebraskaiowaclub.com](http://nebraskaiowaclub.com)

## NEW ENGLAND & BERMUDA

 nedkeyclub  [newenglandkeyclub.org](http://newenglandkeyclub.org)

## NEW JERSEY

 njkeyclub  [njkeyclub.org](http://njkeyclub.org)

## NEW YORK

 nydkc  [nydkc.org](http://nydkc.org)

## OHIO

 ohiodistrictkeyclub  [ohkc.org](http://ohkc.org)

## PACIFIC NORTHWEST

 pnwkeyclub  [pnwkeyclub.org](http://pnwkeyclub.org)

## PENNSYLVANIA

 pakeyclub  [pakeyclub.org](http://pakeyclub.org)

## ROCKY MOUNTAIN

 rmd\_keyclub  [rmdkeyclub.org](http://rmdkeyclub.org)

## SOUTHWEST

 swdkci  [swdkeyclub.org](http://swdkeyclub.org)

## TEXAS-OKLAHOMA

 tokeyclub  [tokeyclub.com](http://tokeyclub.com)

## UTAH-IDAHO

 ui.keyclub  [uikeyclub.org](http://uikeyclub.org)

## WEST VIRGINIA

 wvkcdistrict  [wvkeyclub.weebly.com](http://wvkeyclub.weebly.com)

## WISCONSIN-UPPER MICHIGAN

 wiumkeyclub  [wiumkeyclub.org](http://wiumkeyclub.org)

# Resources

## Members

- Key Club International Guidebook [↓ download](#)
- Key Club Member Handbook [↓ download](#)

## Student Leaders

- Club Webmaster Officer Guide [↓ download](#)
- Club Editor Officer Guide [↓ download](#)
- Club Secretary Officer Guide [↓ download](#)
- Club Vice President Officer Guide [↓ download](#)
- Club President Officer Guide [↓ download](#)

## Advisors

- Club Advisor Guide [↓ download](#)
- Complete Kiwanis & Faculty Key Club Advisor Guide [↓ download](#)

## Icebreakers

- [↓ download](#)

## Recruitment Posters

- [↓ download](#)

## Tri-Fold Brochure

- [↓ download](#)

## Youth Opportunities Fund

- [↓ download](#)





# KEY CLUB®



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[keyclubtv](https://www.youtube.com/keyclubtv)



[@keyclubint](https://www.snapchat.com/add/keyclubint)