

How to Be An Outstanding Key Clubber

2019 - 2020 SERVICE YEAR
MICHIGAN DISTRICT OF KEY CLUB
Provided by District Secretary, *Preston Parana*

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Why are you guys called “Key Club?”

“We don’t make keys. We open doors.”

Key Club is the largest and oldest student led organization that continues to grow in membership. From being recognized internationally by leaders and celebrities all around the world, to having the opportunity to work with such incredible service organization, Key Club changes the lives of its members and their communities alike. Key Clubbers find a way to implement the four core values — **leadership, character building, caring, and inclusiveness** — in order to make an impact throughout their home, school, and community. Read below to discover the dimensions of Key Club, from the club to international level.

- **CLUB LEVEL** — Key Clubs are located in your city’s high/secondary school. This is a community-based club that may include a president, vice-president, secretary, treasurer, editor, webmaster, and a class director as listed officers.
- **DIVISIONAL LEVEL** — Each district (state) is divided into several divisions (groups), that are composed by various clubs. Each division is led by a Lieutenant Governor, a Key Clubber who supports clubs by providing resources and promoting district policy.
- **DISTRICT LEVEL** — As stated above, the district level (in Michigan) is defined by state (aside from the UP), where it is led by a governor, secretary, treasurer, bulletin editor, and lieutenant governors that are elected by delegates at our annual Service Leadership Conference.
- **INTERNATIONAL LEVEL** — Key Club International is composed of every district in the world, including foreign countries that are not officially included in any district. Led by an international board (made of an international president, vice president, and trustees), Key Club International is able to bring great change to each individual club.

SECTION I



*I pledge, on my honor, to uphold
the objects of Key Club
International; to build my home,
school, and community; to serve
my nation and God; and combat
all forces which tend to
undermine these institutions.*

"Distinguish K-Fam from & K-Mart." "..."

Did you know what a Kiwanis club is? Let's hope so. If not, you may be in some trouble. Why? Because these individuals have allowed you to be in Key Club! These wonderful adults were generous enough to donate money from their funds to charter a Key Club at your school. They believe in you to do great things, and I expect the same. However, there comes a point where your club must recognize their generosity! Establishing good relationships with your local Kiwanis family is essential, because they will be able to provide further support throughout your journey of serving your home, school, and community (financially, physically, and emotionally)! Some of the Kiwanians I have met are truly some of the best people I know. The branches of Kiwanis include: Kiwanis, Key Club, Builders Club, K-Kids, Circle K, Aktion Club, Key Leader.

CIRCLE K

Key Club gives you the experience of a lifetime. It's hard to step away from this family. But, if you invest your time in Circle K, you will have just as incredible of an experience. Circle K International is a branch of the Kiwanis family that strives to develop college students into a global network of responsible citizens with a lifelong commitment to service. Circle K helps to make a positive impact by shaping the leaders of tomorrow, as well as friendships that will last a lifetime.

BUILDERS CLUB

Do you have any friends, neighbors, or siblings in middle school? Do they want to get involved within their community, meet new people, and be exposed to the structure of the Kiwanis family? Then, Builder's Club is the way to go. Members in Builder's Club establish close relationships with local Key Clubs and Kiwanis clubs. Builders Club helps to recognize the fundamental values of servant leadership, and teaches its members to reinforce such values in everyday-life activities.

K-Kids

Do you have neighbors/siblings that want to get more involved in their elementary school? Send them to a K-Kids meeting, where they learn more about leadership while interacting with other elementary schoolers who love to serve. K-Kids allows students to be exposed to the importance of community service and personal integrity.

SECTION II

UPDATED

How to Effectively Set Goals

Change isn't just a word, it's an action. We all can say "I'm gonna do it" when we are procrastinating on Sunday night regarding our homework. We all can say that we want to get involved within the club, but we don't stick to our word. We've all been there. But were we able to reach that goal? If you want something done, DO IT, by establishing a plan, and not trying to rush it all at once. Go slow, and never stop trying. If you stick to your plan, the sky's the limit, and you can do anything. Anything is possible. Use the strategies below to actually achieve your goals, like an Outstanding Key Clubber.

Implementing SMART Goals

- **S — Specific** (clearly defined or identified)
 - Are your goals **specific**, and have relevant details that make it more descriptive?
- **M — Measurable** (quantifiable)
 - Are your goals **measurable**, and focus on relevant aspects of what should be improved?
- **A — Achievable** (reached successfully)
 - Are your goals **achievable**, and can you see yourself reaching them with a challenge?
- **R — Realistic** (having a sensible idea of possibilities)
 - Are your goals **realistic**, and have you gathered all informational possible to show you have the knowledge to reach it?
- **T — Timely** (done at a favorable time)
 - Are your goals **timely**, and do they have a specific deadline by which they must be finished?

SECTION III



How to Manage Yourself (trust me)

Time, as life goes on, is an incredible valuable resource, possession, and privilege. We only get a limited amount, and have no prior knowledge of when it will run out. We must **utilize our time** effectively, because this resource is nonrenewable — we can never get it back once it's gone. “Time is one of life’s most valuable possessions, as it is something you can never get back. Subsequently, one of the most essential life skills to master is **time management**. After all, **time management is really life management**. It’s important to make decisions with the objective of making every day count. Read below to make the most out of your limited time, from your daily life to Key Club activities!

So... what can I do?

- **Rid your life of procrastination.** Work in a place where you will not be interrupted. This will maximize productivity.
- **Develop a sense of self-discipline.** You can know your limits, and being involved in too many projects is honestly stressful. Give some time to yourself.
- **Try new things, but be productive.** Be creative, and step outside of the box.
- **Be ahead of the schedule.** Things always take longer than expected, and you may realize that you are running behind on your list of things to do. Remember to put forth your best effort to complete the task, and carve out that extra time for help.
- **Be positive!** Sometimes, you need to laugh and enjoy yourself to be truly happy in life. This will help in decreasing the effects of the overwhelming sensation you experience in your daily life tasks.
- **Learn to tolerate and forgive.** Understanding someone and accepting them for who they are (even if they made a mistake and don’t own it) will lead to happiness.
- **Take time to think about your goals.** This builds determination and evaluates the true purpose of why you set them primarily.

SECTION IV



How to Make Others Love Key Club

SECTION V

Looking around the classroom, cafeteria, or your meeting place, you see dovens of Key Clubbers interested in serving their community. But at your school's pep rallies, you see tons more people than before. What has happened? We need to not just get others interested in Key Club: we need to allow them to love it. But retaining members is difficult, because the process of interesting others is very prolonged and bumpy. There are no magic solutions to grow in 1 week, or even 1 month, because membership recruitment is *hard*, and it requires determination, creativity, planning, and enthusiasm. Emphasizing growth will bring your club an enhanced ability to raise funds for charities and perform community service.

WHAT TO DO TO INCREASE MEMBERSHIP

- I. **Search for the right students** who have the desire to serve others within Key Club to join with you.
- II. **Ask for input** from valuable teachers and principals for strategies of recruitment, and attempt to make a club presence throughout your school by having spirit in service.
- III. Make sure **the word is out** by communicating with friends at all places and at all times. Talk about it where you work, with your family, cousins, parents, neighbors, and anyone alike. Talk about how passionate you are in serving others, and mention any upcoming projects.
- IV. **Join created committees of the club.** This allows you to see what the club board is doing, and what it really takes to play a major role for the club in terms of public relations, K-Fam relations, and others.
- V. **Attend** provided induction ceremonies to allow interested students to realize the dimensions of the Kiwanis family and its significance. Also attend all service/social events and **post pictures & videos on social media** that guides your viewers through your Key Club journey.
- VI. **Talk to others** about the benefits of joining a community service organization. You can include: college applications; leadership skills development; meeting new people; etc.
- VII. If your club has drinks, food, or any other cool features, use those to lure new members in. These members may want to come back, and pay attention to what Key Club really is about.



How to Get Involved — Club Edition

Do you want to be more than just a club member? Perfect! There are many opportunities for you to get involved. From club committees and positions on the board, I'm sure that you'll have no problem in finding stuff to do with your club.

POSSIBLE OPPORTUNITIES

SECTION VI

1. **Youth Opportunities Fund:** The Youth Opportunities Fund is an awesome way to promote a service idea throughout your community. This grant of money will allow you to execute your project flawlessly, and you can apply online before October. Find more information at <https://www.keyclub.org/youth-opportunities-fund/>
2. **SLC Awards:** Whenever your club goes to SLC, typically it is the job of the club officers to contribute in the club video, do the club scrapbook, or have contestants in the oratorical/talent contests. Try to encourage board meetings to create a select group of students who serve to apply for some and all SLC awards. Your club (and you) will receive recognition for your efforts!
3. **Club Elections:** This option is quite self-explanatory. In most clubs, you may apply to become club president, vice-president, secretary, treasurer, bulletin editor, and class representative. Ask each respective board member for their primary role in the club, and organize a speech on how you would bring great change to the club.
4. **Divisional Events:** Read the next page to find out some information on this!

CLUB COMMITTEES assist your club by following directives to bring great change in that specific field. They execute programs and undergo efforts to working to achieve a specific goal. You can be a chairperson that is appointed, or a committee member. Here are a couple of examples of impactful committees on the club level.

- **K-Fam:** promoting & establishing strong relationships with neighboring Builders Clubs & Kiwanis Clubs
- **Membership Development:** recruiting new members to the club and maintaining those members
- **Service Projects & Events:** creates unique ideas for service and updates the club on preparations for club events
- **Marketing & PR:** establishes club presence within the school/community by advertising and promoting club events & activities

How to Get Involved — Divisional Edition

Did you know that your division may have a Lieutenant Governor? No, I didn't really know how to spell Lieutenant Governor either. Your LTG assists in the structure of your clubs by providing support, stimulating interclub connection, gets in contact with your officers and trains the officers of your club. Do you want in? I'm so glad! Here are a couple of activities that you could join in terms of divisional involvement.

POSSIBLE IDEAS

SECTION VII

1. **Divisional Officer Training Conference** — Also called an OTC, this is an event that your Lieutenant Governor generally would hold in a park, or a library. Even though you may be a club member, going to an OTC is great exposure to the structure/importance of Key Club, and the training may interest you in becoming a club officer in the future. Enjoy food, meet new people from across your division, play games, and learn more about the club board and Key Club International!
2. **Divisional Council Meetings (DCMs)** — These meetings allow club members and your Lieutenant Governor to discuss pertinent district/divisional/club details. Divisional Council Meetings are important because your club will deliver updates on their progress in service, fundraising, district involvement, ERF submission, and other issues. These may be held in a divisional group chat, discussed below.
3. **Interclub Activities** — By using a divisional/district directory, and an interclub form, your club board can get in contact easily with other clubs in your division to begin partnering in social, service, and fundraising activities. This is important, because your club will have some “buddy clubs” for support.
4. **Social/Service Rallies** — Social and service rallies are events held by your Lieutenant Governor with the intent of having fun with club officers, and serving your community, respectively. Essentially, they are service/social events for the whole division! They are really fun!
5. **Division Wide Functions** — These are also events planned by your Lieutenant Governor, but with greater meaning, purpose, and planning. An example of a division wide function within your division may include: a bake sale; canned food drive; book drive.
6. **Divisional Group Chat // Remind 101** — Staying in constant contact with your Lieutenant Governor is important. They want to assist you with all of your questions Key Club related in all aspects of the Michigan District. By joining the divisional group chat, you can hit him/her up whenever, wherever!

How to Get Involved — District/Intl Edition

Want to expand beyond the divisional level? There are multiple opportunities to get involved with K-Fam through fun conferences, and interesting events. I had an incredible experience at all of the following listed below. I was able to learn how to impact my home, school, and community, and was able to explore servant leadership more in depth by meeting new people and doing awesome activities.

WHAT IS RECOMMENDED

1. **Key Leader Camp** — This event teaches you the principles of servant leadership. I have to say that this is one of my favorite Key Club events. By escaping your parents for a weekend, you will spend your time doing team-building games, and meeting new friends, while also learning the structure of Key Club.
2. **ICON** — Also called International Convention, this is a week long convention that is held by the International Board. It's almost like SLC, but for all districts around the world. Learn more about Key Club, attend informational workshops, and make your vote count during House of Delegates.
3. **Fall Rally** — Fall Rally is a day-long Michigan conference that is very fun and memorable with your club. This day is jam-packed with service, fun, food, new friends, enthusiasm, and interaction with others!
4. **SLC (Joining D-Board)** — Also called Service Leadership Conference, there are many fancy sessions with awesome food, new friends, and the opportunity to see Michigan talent and learn new things through workshops. Participate in spirit activities, and have fun with your club by meeting new Key Clubbers from across Michigan. This is where you could possibly run for Lieutenant Governor, a district board position, or International Endorsement (running for a position on the International board).
5. **U of M Circle K Serve A Thon** — This day-long event, hosted at the University of Michigan Ann Arbor, is essentially Fall Rally, but ALL service. Meet new people through fun service activities, and tour the campus!
6. **KCAH Charity Fashion Gala 2019** — This event went viral on after its success in February of 2019. Wear fancy clothes, and be prepared for an awesome fashion show whose funds are donated to the Kids Coalition Against Hunger food packaging event at Michigan's annual Service Leadership Conference.

SECTION VIII

How to Hold Fun Club Meetings

I get it. You aren't apart of the club board. Or at least not yet. But that's not the point. I want to teach YOU on how to make the time before/after your club meeting as fun as possible. This could possibly draw new people in the hallway to wonder what the heck is going on, and then they would start to fall in love with Key Club! Presented below are a couple of ideas.

1. **Riddles:** Go around with your friends trying to quiz other Key Clubbers. THis is a great engager for members because it makes them think before the meeting starts, and they could be really conversation starters, to draw new people in or to make new friends!
2. **Would you rather:** This game is plain and simple: offer 2 options that a club member would rather do. Have them announce it to the rest of the club and why they chose that option.
3. **Never have I ever:** Once again, plain and simple: offer something that members may have done, and if they have, raise their hand. Offer relevant Key Club questions, as well as personal ones, before the beginning of your meeting.

What can I try to do with the board to appeal to club members?

- **Have food.** People like food, so people would like Key Club meetings & service too! This may be a small dent in the club budget, but with a high reward.
- **Have (good) music.** Play this through school speakers/your own speaker. Play popular songs and chill songs! Nothing inappropriate, but play relevant music that people would bop to.
- **Have recap videos/documents.** Lots of people have to miss some Key Club meetings. Make sure they are up-to-date with a brief review of what happened that week. They could also be cool videos with nice edits of service events.
- **Be inviting to all.** Remember, Key Club's core value is inclusiveness, so be sure to greet anyone and everyone with a smile!

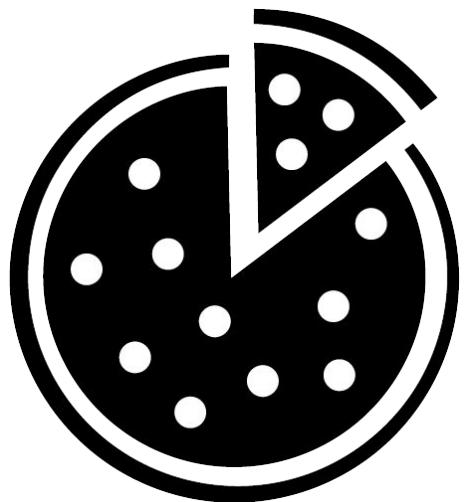
SECTION IX

THE IMPORTANCE OF COMMUNITY SERVICE

- Remember that, as Key Clubbers, our main goal is to lead others through the passion of serving our community.
- Why does community service have to be viewed as a chore? As a number on a sheet of paper? Solely as a safe-place in a job/college interview?
- Community service should be viewed as a DUTY, in that it shapes ourselves and our community into unstoppable forces. We are directly impacted by the power of personal growth and integrity.
- Instead of stressing the AMOUNT of service, or the HOURS of service, we must value how service impacts the development of our values and abilities in leadership.
- Leadership is the capacity to translate vision into reality. By leading, and keeping in mind the 4 core values of Key Club, our experience as a Key Club member can remain meaningful, and that's what we want.

What can I do in order to remember the reason why I joined Key Club (aside from placing it on college applications)?

- If you are in too many clubs than you can handle, find which ones you actually care about. **(STEP 1)**
- Volunteer more. Get your friends to come, and if not, actually make an effort to talk to people and get to know them. Some of my greatest friends are those who I met while volunteering. **(STEP 2)**
- Try getting to know the officers, and ask them why they joined Key Club.
- Go to a district/divisional event. I promise you, they are really fun and life changing. **(STEP 3)**
- Leave, if you don't find your experience to be as good as you expected. But please don't give up in serving your community! They need you! **(STEP 4)**



SECTION X

THE IMPORTANCE OF PAYING DUES

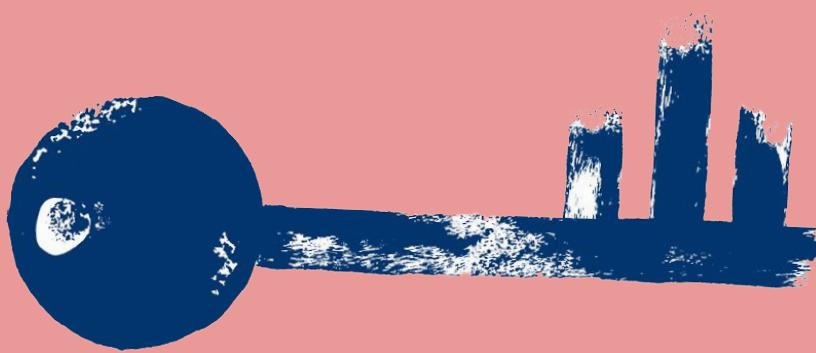
SECTION XI

Ah, paying dues. An iconic part of Key Club. Remember that time of year where you always forgot to bring them to school, probably the fall? Yup, that was me. Here are some cool tips on what (not) to do when turning in your dues money to your club (as a Key Clubber, or even a club board officer).

- **Don't** send the wrong type of currency. At most clubs, you can turn in dues in the form of cash or check.
- **Don't** send your dues to the District Treasurer (Nadia) as you must send them to your club treasurer, where they send it to the Key Club International Office through the M.U.C.
- **Don't** forget to turn in your dues before November 1st to ensure your club's qualification for the Early Bird Dues Award!
- **Do** pay \$13 per member in Michigan (\$6 for the district, \$7 for the international office), unless your club has a higher payment of dues to build a budget.
- **Do** remember to start paying October 1st, and to pay NO LATER THAN December 1st.

Do you have friends that want to be in Key Club, but go to a high school where there isn't one? Tell them that they can help charter one. Chartering a new Key Club requires you to have 15 paid members, 8 of whom cannot be graduating seniors. Your Lieutenant Governor will be of great assistance when chartering, as they will attend meetings, and recruitment events. It costs \$600 to charter a new Key Club, but you can get great support from your sponsoring Kiwanis club.

Is your club in the inactive status, but you want to get back in the game? Get on your faculty advisor, as they may want to help start things up again. Inactive clubs must pay the \$100 reactivation fee along with the membership dues of at least 15 members and a Petition for Reactivation form.



How to Fundraise

Why fundraise? And when we do it, what happens? The definition of “fundraise” states that our purpose is to make money, and then channel it to somewhere else. Fundraising within Key Club is important, because we are able to generate money toward the partners, sponsors, and cosponsors of Key Club.

What do I need to do when fundraising?

INTERACT. First, you must engage with others, and start up the conversation if they are walking past you.

ADVERTISE. Talk about how your fundraiser is raising money for a good cause; by talking about your purpose, you are advertising.

PERSUADE. But finally, you must remember the ways to formally speak because you must be able to persuade others on why they should donate to the cause.

How to develop a successful fundraising plan? Spread the word, and influence members to enthusiastically participate. Provide recognition to members that participate, and enhance participation by offering awards and games. You need to make sure your plan utilizes SMART goals to raise the amount you want for the cause.

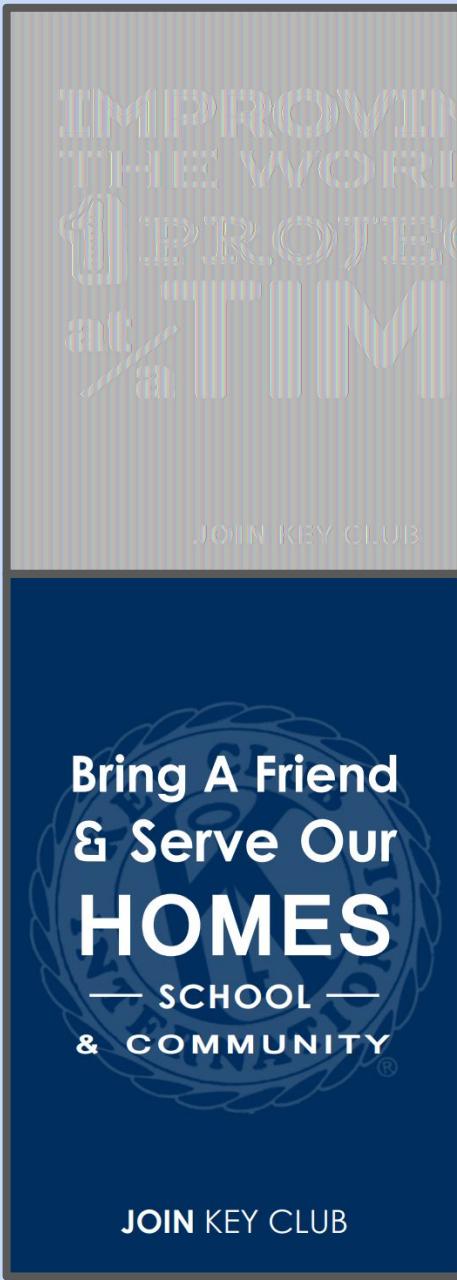
Do you have any tips?

- Work efficiently by yourself/with friends
- Try to achieve your goals by being energetic, positive, & enthusiastic!
- Make sure your friends are also meeting their goals!
- Bring extra supplies, handouts, candy, etc.
- Be creative when planning ideas on how to raise money
- Plan ahead to make sure you meet your goal
- Get the word out by promoting over social media platforms
- Have a balance between fundraising for Key Club and serving your community through service activities

SECTION XII

How to Advertise Key Club

The first step of recruiting members to join Key Club is talking about it. The best way of “talking” about Key Club is advertising and promoting to anyone you know. Do you want in? Spreading Key Club can be achieved by means of social media posts, creating newsletters & flyers, and telling your friends around the school.



HOW CAN I ADVERTISE

1. **Social Media** — This can be your best friend in advertising. See the next slide for more information.
2. **Newsletter** — Making good graphic content is crucial for informing newcomers of upcoming information. Use Google Slides, Docs, and the BRAND GUIDE to make Key Club material recognizable.
3. **Flyers/Posters** — Using flyers like these shown at left across your school, home, and community while promote Key Club in a unique way that supports our brand guide's graphic standards. Create your own too, digitally or electronically!

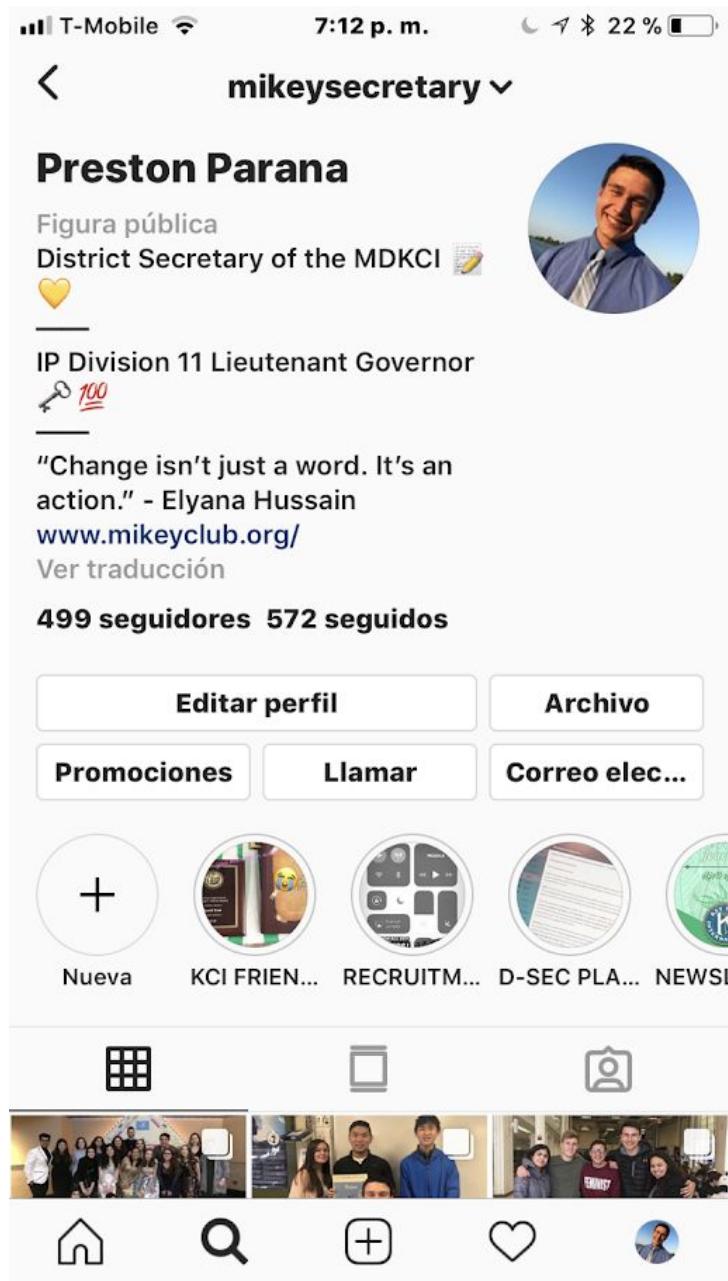
HOW TO GAIN INTEREST FROM OTHERS

- **Illustrate the benefits of Key Club.** A good example of this would be to demonstrate the large events of Key Club, and how there are leadership positions on 3 different levels that prepare students for college.
- **Be kind and enthusiastic.** When talking to others, show how much you love Key Club by talking about your experiences and how they have impacted you.
- **Target the youngsters.** If you have any friends who are freshman, or are helping out at your school's freshman orientation, be sure to promote Key Club. This will promote their transition into high school, and perhaps they will find a family while serving others.
- **Connect with the parents.** Talking to parents of others isn't that hard, especially when it's Key Club. If your friends aren't really into sports, recommend Key Club for development of leadership skills and an awesome experience.

HOW to MAINTAIN Any Social Media Account & Make it Look AMAZING

Newsletters and usage of the brand guide is important. But let's be real, how do we know if something is relevant or not? Social media. That's how all viral videos are transmitted, and we want Key Club (or anything pertinent to you) to go VIRAL. Need help promoting Key Club? Are your newsletters, posters, and other strategies not working? Well, a social media account is your best bet at success. Let's evaluate my Key Club social media account for Instagram in order to investigate the elements of social media that contribute to promotional success.

- **Have a username that makes sense.** Since I'm District Secretary of the Michigan District, people can identify who I am.
- **Have a cool & fashionable caption.** Mine lists my position, my past experience on the District Board, our district website, and my favorite quote.
- **Choose an professional profile picture.** Appeal to all viewers, so choose wisely. As long as you make it POP, you can pick whatever you'd like.
- **Provide contact information** (phone number and email), and set your settings to see the views of your profile per day to track your progress.
- **Make posts often.** Don't be internet dead, but at the same time, don't make too much of them (and make them high-quality). Remember to provide a nice description of the "Who, What, Where, When, Why" of the event, and be sure to edit the pictures.
- Add more than one picture to your post. This allows viewers to see why what you're posting about is important.
- **Add material to your STORY.** Specifically on Instagram, you can add things like Boomerangs, pictures, and videos are great to include from events. **Add music & cool cliparts from Instagram, and make a collection of them** to show on your profile, as shown below the "Call & Email" section.



Contact Information SECTION XV



SECRETARY



EMAIL: secretary@mikeyclub.org

ABOUT: Hello, Key Clubbers of the Mighty Michigan District! My name is Preston Parana, and I am the District Secretary for the 2019-2020 service year. As a junior at P-CEP, I love to not only meet new people across the district, but also promote servant leadership throughout my community. This year, I will record the minutes of district board meetings and file all important documents during the year! I hope to introduce new resources for club secretaries to utilize for optimal growth & success. If you ever have any questions regarding club secretary concepts, I'm always here to help!

Election Report Form 2019-2020

Please complete this form to give us your contact information and the location of your club.

High School Name * _____
From school _____
Division # * _____
High School Phone Number * _____

Club Secretary Monthly Report Form
2019-2020

Please complete this form to give us your contact information and the location of your club.

First & Last name * _____
From which high school? * _____

Mighty Michigan Key Club International
District Secretary Report Form

Information on this form will be published in the MDKCI Directory compiled for the District Secretary.

Office address	Day phone	Evening phone	Home phone
Day fax	Business fax	Fax	
Day email	Business email		
Day pager	Business pager		
Day mobile	Business mobile		
Day senior	Business senior		
Day summer	Business summer		
Day winter	Business winter		
Day autumn	Business autumn		



2019-2020 MICHIGAN DISTRICT OF KEY CLUB USEFUL CONTACTS

- **Elyana Hussain** (Michigan District Governor): governor@mikeyclub.org
- **Me! Use the card above :)** (Michigan District Secretary)
- **Bryan Crenshaw** (Michigan District Administrator): administrator@mikeyclub.org
- Check out **mikeyclub.org** for other contacts with other Lieutenant Governors, as well as the rest of the executive board and committee chairs!