2019-20 Distinguished district office binders

This document includes instructions, cover sheets and tab labels that you are to use in your binder to apply for the distinguished district officer awards. It is required that you use the sheets in this document to separate your information to make it more efficient for the judges and to ensure that you receive proper credit. Here are some items to keep in mind while putting the binder together.

To properly format your binder, print out the labels included in this document and insert them into insertable binder 5-tab dividers. You can use any brand or style, as long as they are 5-tab dividers. Place the tab cover sheets also included in this document as the first sheet behind the tab divider. The number of 5-tab divider sets you will need depends on the award you are applying for. You will need the following number of sets for each award:

- Governor 4
- Secretary 3
- Treasurer 3
- Outstanding District Officer 3
- Secretary-Treasurer 3
- Bulletin Editor 2
- Webmaster 2

1. The binder may not exceed 4 inches of material. Please do not attempt to put 5-6” of material in a 4” binder.
2. The tabs must be visible when the binder is open so that the judges may flip easily to the required section. Nothing should obstruct the view of the tab.
3. No page protectors should be used. The judges will not remove items from page protectors to view them.
4. Extraneous materials in sections (other than the Miscellaneous Section) are not necessary. Only include materials requested behind the tabs.
5. If your administrator signs that you have performed a task, no other verification is necessary.
6. Make sure that your administrator has seen your binder before you send it to the Key Club International office.
7. Once a binder has been sent to the office, no other materials will be placed in it by the Key Club International Staff.
8. All binders are to be received in the Key Club International office by the due date listed at www.keyclub.org/contestsawards - otherwise your administrator will be responsible for bringing it to GATC.

If you have any questions about the criteria or your binder, please do not hesitate to contact the Key Club International staff.

Greg Stowers, Director, Key Club International, gstowers@kiwanis.org
1-800-549-2647 ext. 209 or +1-317-217-6209
Distinguished District Webmaster Award

Applicants name:____________________________________________

District:______________________________________________________

Return binder to the following street address:
_____________________________________________________________
_____________________________________________________________

Verification

As required, the District Administrator verifies that the district officer has been officially in office for at least 10 months.

Verified by signature of District Administrator
_____________________________________________________________

Award information

• An evaluation will be made on the basis of the criteria set forth below. This is not a contest between District officers, but recognition of an individual’s performance.

• Nominations must be received at Key Club International no later than the first Friday in May.

• Copies of all required documents must accompany the nomination.

• Information must be submitted in a single binder, not to exceed four inches, keeping the information in accordance with each individual heading described below.

• In order to receive this award, a total of 860 points out of 1075 possible points must be accumulated.
Personal Statement
(50 points maximum)

Provide a comprehensive review of your year as District Webmaster, including, but not limited to:

a. What you accomplished (10 points)
b. What you learned (10 points)
c. What you would do differently (10 points)
d. Your goals as a District Executive officer (10 points)
e. Extenuating circumstances - 500-word limit. (10 points)
Distinguished District Webmaster Award

**Website home page**
(200 points maximum)

The website home page should include the following:

a. A clear description of who you are (20 points)

b. An easily-navigated site map (20 points)

c. Easy-to-find contact information (20 points)

d. An obvious call to action (20 points)

e. Fresh/current content (20 points)

f. A blog (30 points)

g. An E-newsletter sign-up option (20 points)

h. Social media accounts
   (25 points maximum)
   - Facebook (5 points)
   - Twitter (5 points)
   - YouTube (5 points)
   - Snapchat (5 points)
   - Instagram (5 points)

i. Key Club branding (25 points)
**Website internal pages**
(200 points maximum)

Website pages should include the following:

a. About Us page (20 points maximum)

b. Resources page (30 points maximum)
   - Links to Key Club International’s website (80 points maximum)
   - Key Club International Convention (30 points)
   - Contest and awards (30 points)
   - Resources (20 points)

c. District officer page (20 points maximum)
   - Officer biographies and contact information (10 points)
   - Officer E-newsletters (10 points)

d. District convention page. (30 points maximum)
   - Schedule (10 points)
   - Speakers (10 points)
   - Online registration (10 points)

e. Calendar with upcoming district events. (20 points)
Social Media Campaigns
(200 points maximum)
Produce and manage at least two social media campaigns during the first half of the year and two social media campaigns during the second half of the year covering the following topics.

a. Content - 1st half of the year
(80 points maximum)
1. Trick-or-Treat for UNICEF (October) (10 points)
2. Key Club Week (First week of October) (10 points)
3. Kiwanis Family Month (November) (10 points)
4. Bully Prevention Month (October) (10 points)
5. Key Club Partners (10 points)
6. Member recruitment (August/September) (10 points)
7. Repost/share at least 2 posts shared on Key Club International's website. (20 points)

b. Content - 2nd half of the year
(90 points maximum)
1. International Happiness Day (March 20) (10 points)
2. Kiwanis One Day (April 2, 2016) (10 points)
3. District Convention promotion (10 points)
4. International Convention promotion (10 points)
5. Youth Opportunities Fund (10 points)
6. Nickelodeon Halo Awards (10 points)
7. Key Club Partners (10 points)
8. Repost/share at least 2 posts shared on Key Club International's website (20 points)

c. Spelling/grammar (all posts) (10 points)

d. Timeliness of covered material (all posts) (10 points)

e. Sharing Key Club branding (all posts) (5 points)

f. Creativity (5 points)
Distinguished District Webmaster Award

Required attendance
(100 points maximum)

Provide proof of attendance at each event.

a. District Convention at the beginning and end of term (50 points)
b. International Convention during term (25 points)
c. All District Board meetings (25 points)
Distinguished District Webmaster Award

**Reporting**
(50 points maximum, 10 points for each report submitted)

Present the Webmaster’s report at all official Board meetings. If not in attendance at a Board meeting, reports must be presented at the Board meeting. Provide copies of these reports.
Distinguished District Webmaster Award

Service to home, school and community
(150 points if service is verified. Deduct 5 points for every hour below 50.)

Perform at least 50 hours of service to home, school, and community through Key Club activities. Verification shall consist of a spreadsheet which includes date, description of service performed. This must be certified by the club president and Faculty Advisor.
Distinguished District Webmaster Award

Recommendations
(25 points maximum)

Provide no more than one letter of recommendation for a value of 25 points total. (Letters can be written by District Administrator, Kiwanis Counterparts, Key Club District Executive Officers, or recommenders of an equivalent stature)
Distinguished District Webmaster Award

Miscellaneous
(100 points maximum may be granted based on explanations within this section.)

This section can be used to submit evidence of performance above and beyond the call of duty, including recommendations and documentation of achievements not covered by these criteria. Points may be awarded to previous sections based on explanations provided within the additional comments section, therefore, applications which do not meet the minimum points requirement may still be considered for the award. In order to be considered a viable reason for lack of points, explanations must be signed by the District Administrator.