

KEY CLUB OFFICERS

2018  
2019

*Be the*

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### July

- 4–8 Key Club International convention
- 19–20 Leadership conference

### September

- 15 Fall mailing sent to clubs
- 21 Nickelodeon's Worldwide Day of Play

### October

- 1–31 Trick-or-Treat for UNICEF
- 15 Youth Opportunities Fund grant application deadline
- 27 Kiwanis One Day
- TBD Legacy of Play Contest – Each October, Landscape Structures hosts its Legacy of Play contest. Be on the lookout for more information.

### November

- 1 Early bird deadline for dues
- 3 Advisor Appreciation Day
- 1–30 Kiwanis Family Month
- 5–9 Key Club Week
- 17 Prematurity Awareness Day

### December

- 1 Final deadline for dues
- 31 Trick-or-Treat for UNICEF donations due in order to receive recognition

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### January

- 5 Key of Honor nominations due

### February

- 1 Unpaid clubs become suspended
- 1–28 Officer elections
- 1–28 Submit annual achievement report before your district convention. ([keyclub.org/districts](http://keyclub.org/districts))

### March

- 15 Officer training mailing sent to clubs
- TBD National Pancake Day – Start looking in November for the announcement for this year's National Pancake Day hosted by IHOP with benefits going to Children's Miracle Network.

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*Key Club important dates*

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## ***Be the Editor***

Congrats on being elected club editor. You're going to be awesome. This guide is full of tools and information to assist you throughout the next year, but the best advice we have is to believe in yourself. You were elected to this role because your club believes in you, and you should believe in yourself, too. You may feel some pressure to step into the shoes of last year's leader; it's only natural. But don't lose sight of your own gifts and skills. Be your best you and serve your club by serving others first. Good luck!

## Official duties

Your Key Club will be as strong as your officer team, and that team is designed to empower each officer to carry out his or her own duties. When your officers work with one another, the team's success will take precedence over individual success. Below is a list of official duties related to your position, but feel free to add to it based on the needs of your club.

### Done is better than perfect.

SHERYL SANDBERG

**Send** articles to the district publication and Key Club magazine regarding projects and new ideas from your club. Be sure to include photos.

**Post** signs, posters and banners announcing meeting dates, projects and any type of Key Club promotion at your school and in the community.

**Make** public-service announcements, contact local press, send articles and photographs to community newspapers and radio stations.

**Produce a monthly newsletter** to members providing the following information.

- Important dates
- Upcoming events
- Officer information
- Meeting schedule
- Service project dates and information
- Review of completed projects
- Committee updates
- President's message
- Major Emphasis information
- District project information
- Reminders
- Dues update

#### IMPORTANT NOTES

- 1** Each club will decide which duties will be the webmaster's and which duties will be the editor's. The two positions should work together to ensure the club's message and activities are shared with a diverse audience.
- 2** Refer to your school or organization policies or rules prior to creating a website and social media accounts for your Key Club.

# Checklists



## weekly

ATTEND ALL CLUB MEETINGS WITHIN THE CLUB, AND THE CLUB OFFICER-TRAINING CONFERENCES WITH THE LT. GOVERNOR.

POST A CALENDAR OF EVENTS TO PUBLICIZE MEETINGS.

MAKE MORNING ANNOUNCEMENTS TO PROMOTE PROJECTS AND MEETINGS.

MAKE POSTERS, SIGNS, AND BANNERS TO PROMOTE PROJECTS AND MEETINGS.

TAKE PHOTOS AT MEETINGS AND EVENTS.

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NOTE TO SELF

## monthly

ATTEND CLUB BOARD OF DIRECTOR'S MEETINGS.

ATTEND KIWANIS CLUB MEETINGS AND PROVIDE UPDATES ON CLUB HAPPENINGS.

UPDATE THE CLUB WEBSITE OR SOCIAL MEDIA PAGE, IF THE CLUB HAS ONE.

PRODUCE A BIMONTHLY OR MONTHLY NEWSLETTER.

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NOTE TO SELF

## annual

RECEIVE ALL MATERIALS FROM PAST CLUB EDITOR.

SAVE ALL PUBLISHED NEWSLETTERS, SIGNS, CALENDARS AND BANNERS AS A REFERENCE.

TAKE PHOTOS AND DOCUMENT CLUB EVENTS, MEETINGS AND OVERALL WORK.

MAKE A SCRAPBOOK TO BE ENTERED IN DISTRICT AND INTERNATIONAL CONTESTS.

PUBLICIZE MEETINGS BY POSTING FLIERS AND KEY CLUB POSTERS.

SET UP A FILING SYSTEM FOR THE INCOMING CLUB EDITOR.

ASSIST IN TRAINING THE EDITOR-ELECT.

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NOTE TO SELF

## Be the Writer

The editor is responsible for the creation of all kinds of material meant to share your club’s good works. But the first step is to make sure you have a good understanding of how to write and what to write. Here are some tips.

- **Make it informative.** Offer useful tips, simplify anything complicated and tell people what is coming up.
- **Make it relevant.** Irrelevant content can cause readers to disregard your work. If you write about things that aren’t pertinent, people may not pay attention when you write about the important things.
- **Make it right.** Always check your work for errors. You will want to be on the lookout for grammar and spelling mistakes. Also be sure to fact-check—you don’t want to communicate the wrong time or date and cause problems for members.
- **Make it concise—but complete.** Write at a length appropriate for the medium. Obviously, a newsletter article can be longer than a school announcement. Always make it long enough to divulge pertinent information, but not so long that people get bored.
- **Make it visually appealing.** Follow the Key Club brand guide ([keyclub.org/brandguide](http://keyclub.org/brandguide)) to ensure your publications are appealing and look like Key Club. You will also want to include photography and easily readable fonts.
- **Make it engaging.** You want to help make sure your messaging is relatable. Try to create content that is thought-provoking, conversational, and touching on current trends.
- **Make it reflect your club.** In photography and quotes, always be inclusive. Take photography and share quotes that feature a variety of members. People are more likely to read or like something they feel connected to in some way. The best way to make people feel connected is to be inclusive. Before you publish any media, such as photographs, get permission from every person who appears in it. For minors, permission from a parent or legal guardian is also required. It could be illegal to do otherwise. A photo release can be found on the Key Club website.

**Social media for your club :** //

*Social media can be a great tool for promoting your club and club projects. Creating a club account for every social media channel can be a lot of upkeep, so stick to what’s most important. Consider creating a private Facebook group where your club can share updates about upcoming projects, club events or cool opportunities for members. Another idea: create a hashtag for your club. Encourage members to use the hashtag when they post pictures from events or give updates on projects.*

## Suggested reporting timeline for club newsletters and publications

### May-June-July

- New board member names and email addresses
- District convention highlights
- Information on the Major Emphasis (ME)
- New lieutenant governor and board information
- Key Club International convention review and registration
- Farewell to past officers and members
- Promote Key Leader events and other leadership development opportunities

### August-September-October

- Information on fall mailings
- Key Club International convention highlights and introduce the new Key Club International Board representative
- Fall rally and/or officer training conference promotion and summary (if applicable)
- Dues information
- District project explanation and tips to help
- Preferred charities information

### November-December-January

- Key Club Week and the planned activities
- Holiday service projects
- District convention promotion (include site, dates and costs)
- Fundraising ideas

### February-March-April

- Club elections
- District convention preview
- Lieutenant governor and district executive board election results
- Key Club International convention promotion



## *Be the Promoter*

As the editor, you also act as your club's public relations ambassador. Good public relations strategies can help your club recruit new members, improve your school and community image and keep members engaged.

That means public relations matters inside and outside your school. When publicizing your club and/or events within the school:

- Be creative, so you make sure your message isn't lost;
- Be inclusive in your messaging on fliers and posters—encourage as many people as possible to take an interest; and
- Promote the club by giving each member talking points to keep a consistent message about the what and why of joining your club.

Outside your school, an important aspect of public relations is to connect with local media outlets such as newspapers, radio stations and television stations.

- The first step is to make a phone call or send an email. Prepare a brief description of Key Club and Kiwanis, unique facts about your club, number of members, service projects and contributions to local and global causes.
- Create a simple club fact sheet to use when reaching out. You might work with the club secretary to create and consistently update such a document.
- Best practice encourages persistence, professionalism and politeness. Always include your contact information when sending out any information or press release. And follow up! In fact, don't be afraid to ask questions regarding the process for getting coverage. Your first attempts may not earn much, but they may be the first step to relationships with journalists or community members who turn into your club's allies.

Leadership is the art of giving people  
a platform for spreading ideas that work.

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## Be the Photographer

**Plan ahead.** Don't wait for the right image to come to you—create it. Consider your location, props and composition.

**Keep the background simple.** Make sure the background doesn't distract from the subject and assure nothing behind the subject affects the image.

**Think about your lighting.** Make sure your subject stands in the best light—it might be bright out, but the sun can cast shadows on a face.

**Capture faces.** Expressions, reactions, moments, emotions and action make great photos. The best way to get them is by concentrating on people's faces when taking photos. Avoid shooting mugshots.

<b>Image resolution: //</b>			
<b>Print resolution specs for a horizontal image printed at 6"x4"</b>			
<b>Specs</b>	<b>Low Resolution</b>	<b>Medium Resolution</b>	<b>High Resolution</b>
Pixels	900x600	1800x1200	3600x2400
Resolution	150 ppi	300 ppi	600 ppi
<b>File Size</b>	<b>1.5MB or less</b>	<b>5MB or more</b>	<b>20MB or more</b>
<b>Screen resolution specs for a horizontal image displayed at 6"x4"</b>			
<b>Specs</b>	<b>Low Resolution</b>	<b>Medium Resolution</b>	<b>High Resolution</b>
Pixels	300x200	900x600	1800x1200
Resolution	50 ppi	150 ppi	300 ppi
<b>File Size</b>	<b>175k or less</b>	<b>1.5MB or less</b>	<b>5MB or more</b>

## Be the Brand Advocate

In all of your communications activities, follow the Key Club Brand Guide ([keyclub.org/brandguide](http://keyclub.org/brandguide)). A brief guide can be found on the next page. That's where you'll find important guidelines, established with the help of experts and designers, for using specific fonts, colors and other visual elements. You'll help unify Key Club International under one look, keeping it recognizable around the world. Doing so helps make your club recognizable. All of your club members—including fellow officers—should be familiar with these standards. Share the information and provide guidance where you can!

## Official brand assets

Download the complete Key Club Brand Guide at [keyclub.org/brandguide](http://keyclub.org/brandguide).



CMYK  
100 / 70 / 0 / 40



CMYK  
97 / 80 / 20 / 16



CMYK  
56 / 38 / 22 / 0



CMYK  
100 / 0 / 0 / 0



CMYK  
2 / 31 / 100 / 0



CMYK  
0 / 17 / 80 / 0



CMYK  
0 / 61 / 97 / 0



CMYK  
28 / 86 / 100 / 27



CMYK  
60 / 23 / 91 / 5



CMYK  
29 / 0 / 100 / 0



CMYK  
24 / 13 / 98 / 0



CMYK  
30 / 56 / 100 / 37



CMYK  
0 / 100 / 79 / 20



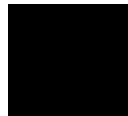
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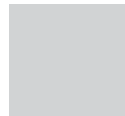
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CMYK  
0 / 0 / 0 / 80



CMYK  
0 / 0 / 0 / 50

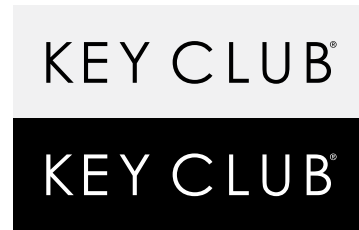


CMYK  
0 / 0 / 0 / 30

Key Club color palette



Key Club seal



Key Club wordmark

Myriad Pro

Garamond Premier Pro

*Abril Display Extra Bold*

Key Club typefont families

In publications and presentations, an optional display font can be used for text such as pull quotes and title slides. Remember, display fonts work best when they're not overused. (Rule of thumb: no more than about 10% of the entire copy.) Our suggested display font, Abril Display Extra Bold, is shown in the Key Club Brand Guide. However, using a display font that's not in the brand guide will not result in point deduction for anyone applying for a distinguished officer award.

# Know your resources

Key Club International wants to help you succeed—so we’re providing as many resources as possible. Listed below are just a few you might consider as your executive board brainstorms ways to support and build your club. You can find more resources at [keyclub.org](http://keyclub.org) or through the weekly Key Club email. Not receiving the weekly email? Have your club advisor or secretary update your email address in the **Membership Update Center at [keyclub.org/muc](http://keyclub.org/muc)**.

## Service ideas

- Idealist.org – [idealist.org](http://idealist.org)
- Volunteer Match – [volunteermatch.org](http://volunteermatch.org)
- Hands on Network – [handsonnetwork.org](http://handsonnetwork.org)
- Youth Serve America – [ysa.org](http://ysa.org)
- National Youth Leadership Council – [nylc.org](http://nylc.org)
- Project Happiness – [projecthappiness.org](http://projecthappiness.org)
- Volunteer Canada – [volunteer.ca](http://volunteer.ca)
- Canadian Volunteer Directory – [canadian-universities.net/Volunteer](http://canadian-universities.net/Volunteer)

## Partners

Did you know Key Club International has preferred charities and partnerships that can offer you great opportunities for service to your community or abroad?

For more information on partnerships and preferred charities visit: [keyclub.org/partners](http://keyclub.org/partners)

## Key Leader

Key Leader is a weekend experiential leadership program for today’s youth leaders. It focuses on service leadership as the first, most meaningful leadership development experience. By participation in a hands-on, weekend event, Key Leaders learn that leadership comes from helping others succeed. The program is designed to identify and empower emerging student leaders and move them beyond where most other leadership programs end. Thousands of students on four continents have and will become Key Leaders. Learn more about Key Leader and what programs are happening in your area at [key-leader.org](http://key-leader.org).



### Key Club acronyms:

*Below is a list of our most commonly used acronyms.*

- |   |  |
|---|--|
| <b>AAR</b> — Annual Achievement Report  | <b>IP</b> — Immediate Past               |
| <b>CKI</b> — Circle K International     | <b>KCI</b> — Key Club International      |
| <b>CMN</b> — Children’s Miracle Network | <b>LTG</b> — Lieutenant Governor         |
| <b>DCON</b> — District Convention       | <b>OTC</b> — Officer Training Conference |
| <b>ICON</b> — International Convention  | <b>YOF</b> — Youth Opportunities Fund    |

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