

DISTRICT OFFICERS

2017  
2018

*Be the*

LT. GOV.  
ERNOR

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2 0 1 7

### July

- 5–9 Key Club International convention
- 17–24 Leadership conference

### September

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

### October

- 1–31 Trick-or-Treat for UNICEF
- 15 Youth Opportunities Fund grant application deadline
- 28 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
- 6–10 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/districtconventions](http://keyclub.org/districtconventions))

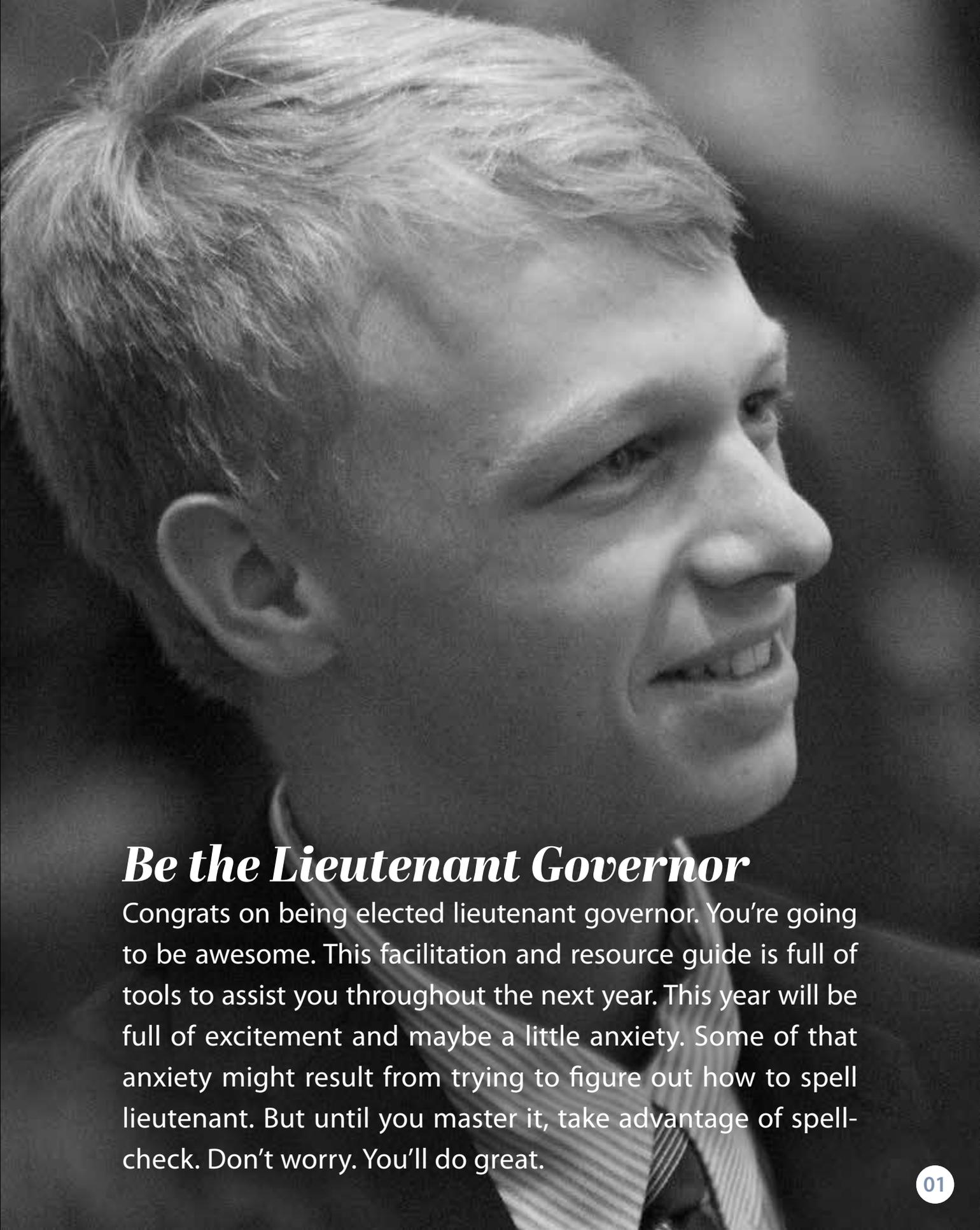
### March

- 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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A black and white photograph of a young man with short, light-colored hair, smiling and looking to the right. He is wearing a dark suit jacket, a light-colored striped shirt, and a dark tie. The background is dark and out of focus.

## ***Be the Lieutenant Governor***

Congrats on being elected lieutenant governor. You're going to be awesome. This facilitation and resource guide is full of tools to assist you throughout the next year. This year will be full of excitement and maybe a little anxiety. Some of that anxiety might result from trying to figure out how to spell lieutenant. But until you master it, take advantage of spell-check. Don't worry. You'll do great.

## Lieutenant governor duties

Use this list as a guide to help you fulfill all that is expected of you as a Key Club International lieutenant governor, and you'll be well on your way to a successful year. You even might win the coveted Robert F. Lucas Outstanding Lieutenant Governor's Award.

2 0 1 7

### March

- Make first contact with the clubs in your division. This may be the first impression the leaders of your Key Clubs have of you, so be sure to make it a good one.
- Encourage clubs to elect their officers for the upcoming year if they have not already.

### April

- Publish your first newsletter. Send hard copies to every club advisor, and an electronic copy to every officer of your Key Clubs. Doing this each month will ensure maximum readership and impact. This month, consider covering...
  - Who you are and your job as lieutenant governor
  - The Key Club mission, vision, core values and other vital information
  - Highlights of your district convention
  - Your district's plans to attend international convention
- Make contact with the presidents and/or advisors of each of your clubs. If possible, make plans for a personal meeting or club visit.
- Begin collecting detailed contact information for all of your club officers. International Board Policies call for this information to be submitted by June 15.

*Contact your governor or administrator with questions and with a report of your monthly activity.*

### May

- Publish your second newsletter. This month, consider covering...
  - An overview of the Kiwanis family with a special emphasis on Circle K for outgoing seniors
  - A list of service projects that can easily be planned and performed over summer vacation
  - Your district's plans to attend international convention
- Call each club president in your division to check on their clubs' statuses. Be sure to ask specifically for their questions and comments.
- Begin planning your first divisional council meeting, at which you should discuss each officer's role within the club. This meeting can serve as an official officer training conference as long as a Kiwanian officiates it with you.

*Contact your governor or administrator with questions and with a report of your monthly activity.*

## June

- Use your time off school to investigate schools in your area that currently do not have an active Key Club.
- Contact the proper Kiwanis officials to begin a discussion about chartering a new club.
- Finalize your own plans to attend international convention and secure a commitment from interested members in your division. Make sure the appropriate forms have been completed and sent.
- Encourage your division's clubs to participate in summertime service projects. Plan to attend as many as possible during your time off.
- Begin planning your divisional rally. This event normally is held in the fall.
- Call and/or email all your club presidents and advisors.
- Contact your district committee chairperson with questions and an update on your standing assignments.

*Contact your governor or administrator with questions and with a report of your monthly activity.*

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## July

- Attend the Key Club International convention. Attending both the convention and the Lieutenant Governor's Training Session are expected in order to be eligible for the Robert F. Lucas award.
- Develop a list of the strengths and weaknesses of each of your clubs, as well as your personal goals for each club's growth and success.
- Publish your third newsletter. You may want to include...
  - A look into the Youth Opportunities Fund and its application and awards process
  - If possible, a recap of the international convention experience
  - If possible, a recap of the summertime service projects and social events of the clubs in your division. These will count as official club visits.
- Call and/or email all your club presidents and advisors.

*Contact your governor or administrator with questions and with a report of your monthly activity.*

When I let go of what I am,  
I become what I might be.

LAO TZU



## Lieutenant governor duties continued

### August

- Host your first divisional council meeting. Ensuring each officer understands his/her responsibilities for the upcoming school year should be your first priority. Get a Kiwanian to attend and help facilitate training for clubs whose officers have not been trained yet.
- If necessary, meet with school administrators and students at schools with potential for chartering a new club.
- Begin scheduling personal visits to all clubs in your division, especially those you have not visited yet.
- Publish your fourth newsletter. Topics of interest will be...
  - Member recruiting ideas
  - How to pay Key Club district and international dues
  - Information on attending a Kiwanis Key Leader weekend
  - Final tips and tricks for applying for a Youth Opportunities Fund grant
  - Identify possible club chartering locations
- Call and/or email all your club presidents and advisors.
- Contact your district committee chairperson with questions and an update on your standing assignments.

*Contact your governor or administrator with questions and with a report of your monthly activity.*



### September

- Host your second divisional council meeting. Consider discussing Key Club International service partners and service partners specific to your district. Suggest possible project ideas.
- Go on a back-to-school club visit tour.
- Publish your fifth newsletter. Important areas to cover are...
  - Paying Key Club district and international dues
  - An overview of Key Club's UNICEF project and instructions on how to Trick-or-Treat for UNICEF next month
  - Advertise your district convention
  - Information about attending a Kiwanis Key Leader weekend
  - Final push for Youth Opportunities Fund grant applications
- Call and/or email all your club presidents and advisors.

*Contact your governor or administrator with questions and with a report of your monthly activity.*





## February

- Meet with everyone interested in running for district office to explain thoroughly what each office entails.
- Host your sixth divisional council meeting. You may want to hold a mock Key Club election to show officers the correct way to conduct officer elections in their clubs.
- Encourage the election of new officers within each of your Key Clubs.
- Publish your 10th newsletter. You may want to include...
  - Last minute push for district convention attendance
  - Push for district convention awards entries
  - Information about the upcoming international convention
- Call and/or email all your club presidents and advisors.
- Contact your district committee chairperson with questions and an update on your standing assignments.
- Begin compiling the previous year's work into a Robert F. Lucas Outstanding Lieutenant Governor nomination binder to be sent to your district administrator.

Contact your governor or administrator with questions and with a report of your monthly activity.

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## March

- Personally check with each club in your division to ensure that...
  - The Annual Achievement Report has been submitted
  - A quorum from each club plans to attend the district convention
  - Each club has elected two voting delegates for the district convention
- Write farewell letters to each of your Key Clubs thanking them for the opportunities in the previous year.
- Attend your district convention. Take all your files and divisional information with you to pass on to your successor.
- Work with your successor to plan his or her upcoming term as lieutenant governor of your division.

One of the deepest secrets in life is that all that is really worth doing is what we do for others.

LEWIS CARROLL



**KEY CLUB DISTRICT OFFICER**





## Facilitation guide

Before you begin facilitation, it is very important that you read the entire facilitation guide. Be sure you understand how the conversation should flow so you can run the facilitation smoothly. Also note the guide only comprises 80 minutes of material rather than 90, to accommodate for time spent in conversation, answering questions or taking restroom breaks.

Below is an outline of the session. As you review the curriculum, you'll notice you need a stopwatch or phone to keep time, a flip chart and markers. Additionally, the officers will need to bring the officer guides that were mailed to them in the Key Club spring mailing.

When possible, it is useful for outgoing officers to be present for the last 30 minutes of the training.

### Outline

- Introductions
- Greenleaf's Servant Leadership
- What is Key Club?
- Leadership Roles
- Guided Conversation with Past Officers  
or SWOT Analysis



### Using this guide

The prompts in the boxes to the left of the script will indicate which action you should take; for example, writing on a flip chart. There are prompts to highlight the questions you should ask officers.

10/10

#### Introductions

ACTIVITY TIME : 10 MINUTES  
RUNNING TIME : 10 MINUTES

*While it is probable the elected officers already know one another, it will be helpful for you to get to know a little about them before you work with them.*

Let's start with everyone saying their name and year in school. I'll start: My name is \_\_\_\_\_ and I am a \_\_\_\_\_.

*After all names have been shared, take a few minutes to tell them about your high school, how far it is from theirs and why you're excited to work with them.*

10/20

## Greenleaf's Servant Leadership

ACTIVITY TIME: 10 MINUTES  
RUNNING TIME: 20 MINUTESflip chart  
required

There are many different types of leadership theories. Today, we are going to look at one in particular. Robert Greenleaf was an executive at AT&T who decided to turn the traditional leadership model upside down. He believed it was important to put serving others first. In the traditional model, the workers lifted up the executives, but he believed the executives should be lifting up the workers.

To explore this concept, let's list things we can do to serve our members.

*Write on a flip chart their responses about serving the members of the club. Some ideas that should be included are:*

- *listening to the members' ideas,*
- *completing our work on time,*
- *following up on responsibilities,*
- *attending events, projects, and meetings, and*
- *leading by example.*

Now that we know what we want to do to serve our members, let's look at the organization we'll be leading.

10/30

## What is Key Club?

ACTIVITY TIME: 10 MINUTES  
RUNNING TIME: 30 MINUTES

*Start by asking the following questions.*

- When was Key Club started?  
1925
- Where was Key Club founded?  
Sacramento High School, California
- When were women first admitted to the organization?  
1977, 10 years before women were admitted to Kiwanis
- What's our current membership?  
More than 270,000 members
- What are Key Club's core values?  
Caring, leadership, character building and inclusiveness
- What is Key Club's motto?  
Caring—our way of life.
- What is Key Club's vision?  
We are caring and competent servant leaders transforming communities worldwide.

Ask these questions

20/50

Officer Guide required

## What is Key Club? continued

*Ask the club secretary to take notes on the following conversation.*

- Building off Key Club's vision, what makes your club members "caring and competent leaders transforming communities"?
- What does your club do?
- What would you like your club to do?

## Leadership Roles

ACTIVITY TIME : 20 MINUTES  
RUNNING TIME : 50 MINUTES

To get your club to the places you want it to go, you have been elected to specific leadership roles. We're going to take a little bit of time looking into those roles.

**Please take a look at your Officer Guide.** Inside you will find some information about your new responsibilities. Some have more than others, but this does not mean one job is more important than another. It means the roles are different. The executive board is successful as a whole when individual officers carry out his or her duties. So, let's look at some of those duties.

**Take a look at page 2, where you'll see a list of duties related to your position.** Take a minute to read over these duties. Think about leadership roles you've had in the past and why you ran for them. Put a star/circle/mark-of-some-sort on the areas in which you think you will excel and circle the items at which you think you'll have to work a little harder.

*The vice president should use this time to list some of his/her specific responsibilities.*

*Ask each officer to share his or her weaknesses followed by his or her strengths.*

*Have one of the students capture the responses as they are shared by each officer.*

Throughout the rest of the guide, there are descriptions of roles you'll play in your position. Take a moment to flip through these roles and share the ones about which you're most excited.

Following are two options to conclude the training. If the outgoing/past officers are present, take advantage of their knowledge of the role. They lived it for a year and know what it took to be successful. If past officers cannot be present at this training, lead the new officers through a SWOT analysis.

30/80

## Guided Conversations with Past Officers

ACTIVITY TIME : 30 MINUTES  
RUNNING TIME: 80 MINUTESOfficer  
Guide  
required

Thank you to the outgoing officers for being here and for leading your club this past year. We feel you have a wealth of knowledge, and we'd like to learn about your struggles and successes. Go ahead and get with your executive board teams.

For the outgoing officers, take a couple minutes to write down your single biggest success this past year and write down your single biggest failure. For either of these items, the answer can be an event, a component of leadership or a change your team made.

For the new officers, write down what you observed as the outgoing officers' biggest success and write down a single goal you have for the club for this upcoming year.

Have each group share their responses. The intent is for the board to talk collaboratively about Key Club, success and goals. The goal is to set a positive tone for the conversation.

Ask these  
questions

*Ask the outgoing officers about their success.*

- Why was it successful?
- What has to be replicated for it to be a success again?

*Ask the new officers about their goal.*

- Why is it a goal of yours?
- What will it take to achieve it?

Let's dive further into your individual responsibilities. Please partner up with your predecessor.

*Write the following four questions on a flip chart for reference.*

flip chart  
required

**As a pair, please take a look at page 3 of the Officer Guide.** As you look at the checklist, have a conversation about a day in the life of the position.

- What are the regular responsibilities?
- What takes up the most time?

Please take a moment to add any responsibilities which are not on the checklist.

We're going to wrap up with just two more questions. These are for the outgoing officers to share with the incoming officers.

- What made you successful?
- What do you wish you would have known in the beginning?

*If time permits, encourage officers to exchange any materials like binders or flash drives at this time. Also, ask participants to trade contact information and allow the incoming officers a few minutes to ask questions of the outgoing officers.*

30/80

## SWOT Analysis

ACTIVITY TIME : 30 MINUTES  
RUNNING TIME: 80 MINUTESflip chart  
required

As we wrap up, we are going to take a look at the current state of your club, as well as what opportunities the future may hold. We are going to do this via an activity known as a SWOT analysis. The analysis asks you to evaluate your Key Club honestly, and we'll look at the results to plan for the future.

**The four components of the analysis are:**

- Strengths – helpful things with internal origins
- Weaknesses – hurtful things with internal origins
- Opportunities – helpful things with external origins
- Threats – hurtful things with external origins

We are going to divide the group in half and have you write some of your thoughts on these items.

This group is going to look at strengths and weaknesses and the other group will address opportunities and threats.

After about 10 minutes, I am going to have the groups switch. After the switch, if the second group agrees with the first, place a checkmark on the flip chart and add other items.

After 7-10 minutes, put all of the flip charts together to see a comprehensive picture of the club.

As we look at the characteristics of the club, let's take a few minutes to write down some goals. We should utilize our strengths to fix weaknesses, eliminate threats or take advantage of opportunities.

*Try to get the group to three concrete goals for the year ahead. Use the SMART goal concept for guidance.*

**Specific** – clear outcome

**Meaningful** – positively impacts others

**Action-oriented** – has steps to be taken to achieve the goal

**Realistic** – achievable outcomes

**Timely** – allows time to achieve the goal

*On the grid to the right, fill in the SWOT responses for the clubs with whom you work. Be sure to write down their goals as well.*

**Try again, fail again, fail better.**

SAMUEL BECKETT

Strengths -- internal

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Weaknesses -- internal

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Opportunities -- external

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Threats -- external

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**Goals**

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**Conclusion & Follow Up**

After you wrap up with the officers, become a resource for them by following up with them about their goals. In three or six months, you should check in with them to see if they're completing their plans.

## Sample agenda

### Divisional Council Meeting

Date \_\_\_\_\_

- |   |                     |
|---|---------------------|
| I. <b>Call to order</b>   | Lieutenant governor |
| II. <b>Pledge of allegiance</b>   | Club president      |
| III. <b>Key Club Pledge</b><br>A. 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 to combat all forces which tend to undermine these institutions. | Club president      |
| IV. <b>Icebreaker</b>   | Lieutenant governor |
| V. <b>Introduction of guests</b><br>A. Kiwanis committee representative<br>B. CKI lieutenant governor   | Lieutenant governor |
| VI. <b>Roll call</b>  | Lieutenant governor |
| VII. <b>Club status and service presentations</b>   | All club presidents |
| VIII. <b>Key Club International projects/programs</b><br>A. Major emphasis<br>B. Trick-or-Treat for UNICEF<br>C. The Eliminate Project<br>D. Youth Opportunities Fund<br>E. Paperwork update and dues   | Lieutenant governor |
| IX. <b>Important dates and reminders</b>  | Lieutenant governor |
| X. <b>Adjournment</b>   | Lieutenant governor |

KEY CLUB®

## Youth Opportunities Fund grant

The Youth Opportunities Fund (YOF) is an endowed fund for Key Club International held within the Kiwanis International Foundation. YOF grants can help you take action. Look around and identify the service that needs to be done in your school, community or the world.

**The basics:** YOF grants are given only to Key Clubs and/or individual club members. Grants are not given to divisions or districts.

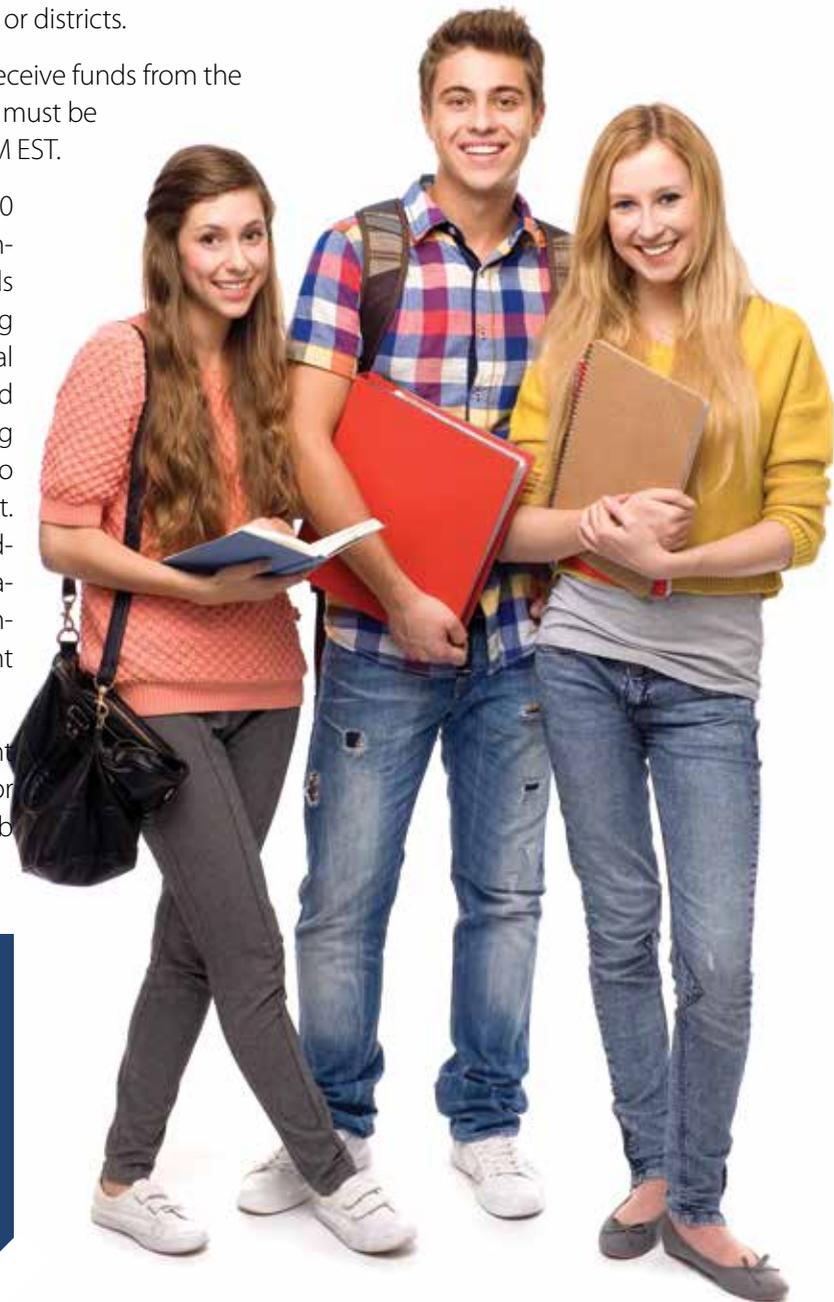
There is only one opportunity per year to receive funds from the Youth Opportunities Fund. The application must be received by Oct. 15 at 11:59PM EST.

**STARTING  
IN 2017**  
All applications must be submitted electronically. No paper applications will be accepted.

Clubs may request 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.

Applications received by the Oct. 15 deadline are reviewed by the Key Club International YOF committee during their November meeting. Funding notifications are sent no later than Jan. 1 each year.

Applicants must use the current YOF grant application at [keyclub.org/yof](http://keyclub.org/yof). Guidelines for filing the application are listed in the Key Club Guidebook under "Board Policies."



**Deadline:** //

**Applications must be submitted by Oct. 15 at 11:59 PM EST.**

**Applications will be online at [keyclub.org/yof](http://keyclub.org/yof).**

## Key Club app

The Key Club International app is a great way to help members and clubs in your division keep track of meetings and service hours, and stay in touch with each other. Club officers can create events and meetings for members to RSVP and check into, and members can create a log of service hours that they can download at any time. Recommend the app to your clubs as a great way to keep in touch, and use it yourself to keep track of your own hours!

### **Accessing the event management portal**

1. Go to [app.keyclub.org](http://app.keyclub.org).
2. Log in using the email address and password you created for the app.
3. Your Dashboard appears. Click Events to begin managing your events.

### **Managing events**

1. There are several actions you can take from your events list.

#### **Events list - Search**

1. To search for a particular name, type in the name of the event in the search box, and click Search.
2. A filtered list of events appears. You can unfilter the list of events by deleting the search term from the box and click Search again.

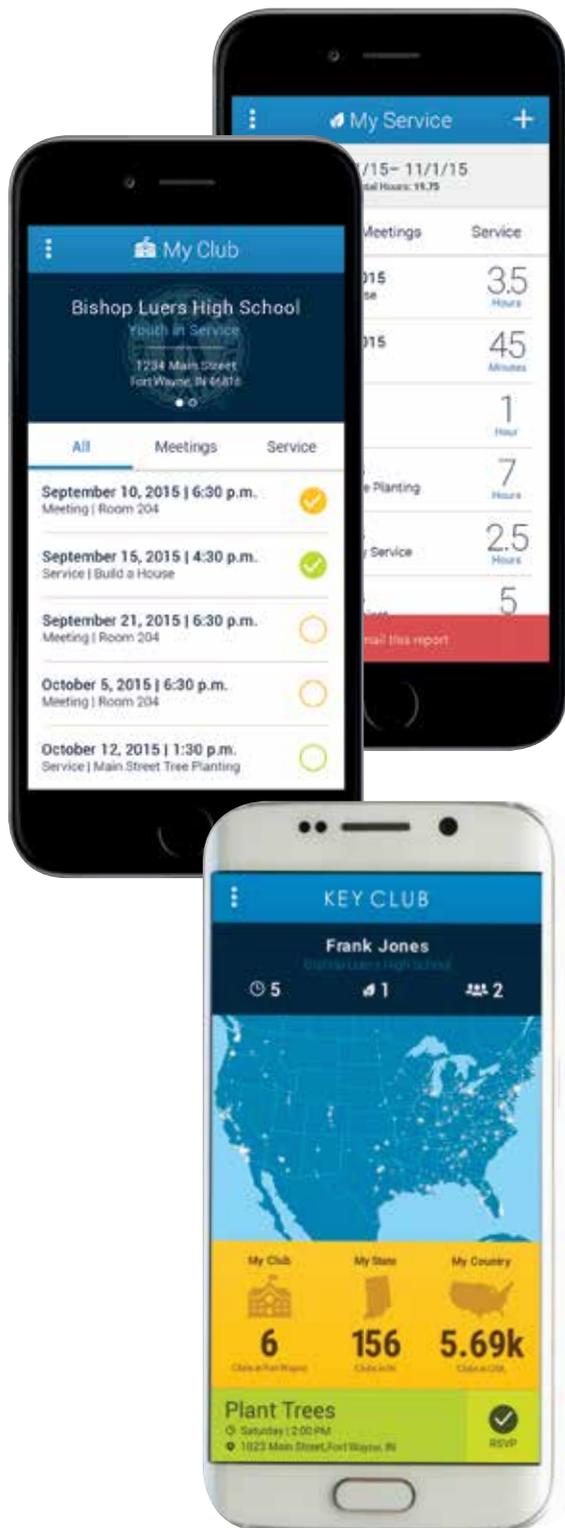
#### **Events list - Sort**

1. You can sort by any of the available columns: Name, Start time or Event type.
2. Click on the column header to sort alphabetically on any column (A to Z, or Z to A). This will become especially helpful when the list starts to grow. Any event that has been added at any time for your club will remain until someone manually deletes it.

#### **Adding new event**

1. Click Add Event at the top right corner.
2. The event creation page opens. Complete the template fields.
3. Select the event type (meeting or event) from the drop-down list.
4. (Optional) Click Choose File to select a background image (from your computer) to upload as an event photo.
5. Click Save to add your event. Click Save and add another to save this event and create another event. Click Save and continue editing to save your event draft while you are working on it. This will ensure that you will not lose changes as you are working to fill out the form.





### Events list - Mass Delete

Events and meetings can be deleted individually or in bulk.

1. From the Events list page, check the box next to each event you wish to delete by clicking the box.
2. Select Delete selected events from the Action menu.
3. Click Go to complete the event deletion.

### Events list - Edit events

1. From the events list page, click the name of the event you wish to edit.
2. The event details page opens. Make changes to the displayed event details screen.
3. Click Save in the bottom right corner of the page to keep your changes.

### Events list - Change History Record

1. If you wish to see the details of all changes made to an event, click the name of the desired event from the event list.
2. The event details page opens.
3. Click the gray History button in the top right. Use the breadcrumb links in the top left corner to navigate from the History page.

**Need help?** *////////////////////////////////////*

*If you experience issues with the portal, contact Key Club International at [keyclubinfo@kiwanis.org](mailto:keyclubinfo@kiwanis.org).*

## Official brand assets

You'll reference the brand guide many times as you create your newsletters, shirts, flyers and other pieces. In the brand guides, you'll find the official Key Club colors, fonts and styles to use to maintain the brand. To view the complete brand guide, visit [keyclub.org/brandguide](http://keyclub.org/brandguide).



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. Be sure to stick to no more than 10 percent of the entire copy. An optional display font, Abril Display Italic, 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.





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