



CNH | KEY CLUB

CLUB MASTER GUIDE



CNH District Membership Development & Education Committee
Chair Rachel An | mde.chair@cnhkeyclub.org

INTRODUCTION

WELCOME to the 2024-2025 Club Master Guide! This manual is packed full of information and ideas to maximize your club's engagement and success. There are many other manuals out there that cover some of this in greater detail, but beginning to thrive as a club starts with the basics. With the basics, you can be the **HERO** that your home club needs to get its feet off the ground, or simply do better than the year before!

If you are interested in learning more about any of these topics, **BEE** sure to check out the links located throughout this guide.

Remember, the strength of our district relies on the strength of our clubs. **CNH would be nothing without its members!** Thank you for taking the time to improve your club and thank you for reading!

2024-2025 Division 13 South Lt. Governor Lukas Minkevich



TABLE OF CONTENTS

- 05** WHAT IS KEY CLUB?
- 06** WHAT MAKES A GOOD LEADER?
- 07** MEMBER RECRUITMENT AND RETENTION
- 09** SERVICE EVENTS
- 11** FUNDRAISERS
- 12** PREFERRED CHARITIES
- 13** SOCIALS
- 14** SPECIAL EVENTS
- 16** COMMUNICATION
- 17** SENDING EMAILS
- 18** ACKNOWLEDGEMENTS

SECTION 1: THE KEY TO THE CLUB



WHAT IS KEY CLUB?

Key Club is an international, student-led organization that provides its members with opportunities to **provide service, build character and develop leadership.**

WHY SERVE?

Service builds up the **member experience** in Key Club. In this organization, it is all about giving back to our communities. Home clubs serve as the most accessible platform for members to do this; they are close and convenient. All around the world, Key Clubbers find their own way to this organization, but there is one thing every member has in common- **a heart of service.** Here in CNH, members serve with a spirit of leadership, inclusivity, character-building, and caring. It's our way of life!

SERVANT LEADERSHIP

Kiwanis International says that "Being a servant leader means putting your skills to use in a way that is most **beneficial to your community.**" Servant leaders make their home club ideal for the members and are what Key Club is all about.



WHAT MAKES A GOOD LEADER?

INTEGRITY AND TRUST

- **Communicating** develops an environment of trust with members
- Displaying **integrity** gives members a good role model to follow
- Maintaining **healthy relationships** with your members will allow for a healthy club!

COLLABORATION

- **Delegating** tasks allows others to experience Key Club better and grow further
- **Working together** prevents burnout and increases the quality of work produced
- **Giving others a chance** in tasks lets them use their skills to help the club and community

MOTIVATION

- Setting **SMART goals** can increase motivation and keep your club on track
- Looking to **previous terms** can give you an idea of what you want to continue or achieve further
- Building **new traditions** and improving upon existing ones ensures that the club stays exciting and efficient



The leaders of today inspire the leaders of tomorrow. Creating **inclusive environments** where leadership is encouraged should be prioritized!

MEMBER RECRUITMENT AND RETENTION

Recruiting members is a challenge, but retaining that large group of people who all have other commitments is even more difficult! There are many strategies that you can implement to keep people dedicated to Key Club for as long as possible.

RECRUITMENT

The main push for new members should occur at the **beginning of the school year** and should be finished by the time of Fall Rally. Here are some tips to maximize the number of new members in your club:

- Show up and show out at your school's **club rush!**
- Make the first general meeting of the year a big deal for everyone you know
- **Advertise** with fliers, pamphlets, QR codes, etc. (if your school allows it)
- Post promotional and educational **content** online to pique people's interest

RETENTION

To retain members, it is important that they have a **reason to stay active**. Some of this process comes during the recruitment stage as well. For example:

- Get to know other members and build **close relationships**
- Teach members about their **opportunities and elections**
- Save some **fun events** for the later half of the year!
- **Stay active** on social media and post pictures from events

SECTION 2: EVERYTHING EVENTS



SERVICE EVENTS

- According to the Key Club International Guidebook, a service hour is any hour of service performed by an individual Key Club member with the approval of their club's board of directors (typically the board officers).

IDEAS

- Awake-A-Thons
- Marathons
- Fairs
- Book Festivals
- Food Banks
- Events with your local Kiwanis Club/communities
- Soup Kitchens
- School Events
- Nature Clean-Ups
- Habitation Restorations
- Tree Planting
- Murals
- Tutoring
- Parades
- Infographics

TIPS/TRICKS

- Ask your secretary to look back on **past MRFs** and see what service events did well
- Host events that align with **your community's needs**
- Don't be afraid to **reach out** to volunteer organizations, neighborhood associations, and other groups that you can collaborate with
- View more service resources and ideas on the [CNH Cyberkey!](#)

Many club events **require** that certain procedures are followed. For example:

- Events without another organization or with multiple Key Clubs **must** have an [Event Request Form \(ERF\)](#)
- All events **must** have one Kiwanis International vetted chaperone for every 50 members

SERVICE EVENTS cont.

SPOTLIGHT ON SERVICE PROGRAM

- The Spotlight on Service Program (SOSP) provides **monthly guides** that include tips and ideas on how clubs can complete **service initiatives**
- This is incredibly useful for clubs who have a difficult time coming up with service projects!
- You can get **recognized across the district** by submitting photos and a short description of your projects
- Learn more about the SOSP on the [CNH Cyberkey!](#)

TRACKING HOURS

- Bring a paper or electronic **sign-in sheet** to have members sign in and out of events
- Transfer the data to the **Service Record tab in the MRF**, where you provide the name of the event, date(s), and number of hours served by each member who attended
- Optional: Ask members to fill out a **form** indicating events that they attended each month
- Optional: Ask your **division** for any sign-in tracking that they may have



FUNDRAISERS

IDEAS

- Post bingo fundraisers on social media
- Hold restaurant fundraisers
- Plan Kiwanis takeover meetings with fundraiser activities
- Hold bake sales
- Hold car washes
- Host movie nights

TIPS/TRICKS

- Set **club goals** for fundraising, not just service!
- Educate your members on **what their money is going towards** and the difference that they are making
- Follow school and Key Club protocols for planning a fundraiser with the **proper paperwork**
- Keep track of **all** expenses and revenue
 - You can use this [financial record template!](#)
- Create restaurant fundraisers that fall on the **same day** as other events so that more members can attend
- Fundraise at school events with a dedicated **Key Club booth**
- While fundraising, some locations may ask for the Tax ID. The CNH Key Club Tax ID should be used when fundraising for PTP
 - CNH Key Club Tax ID: 94-1623498
- Learn more about fundraising on the [CNH Cyberkey!](#)

\$175,000

PREFERRED CHARITIES

- Key Club International has named the **Children's Miracle Network**, **UNICEF**, **March of Dimes**, and **Thirst Project** as our official service partners. Additionally, our CNH district has included the **Pediatric Trauma Program** and **YES! Initiative**.

MARCH OF DIMES

- Raises money for hospitalized children, equipment, training, and more financially accessible healthcare for youth

CHILDREN'S MIRACLE NETWORK

- Focuses on protecting the health of mothers and children
- Aims to raise awareness about prematurity/premature births

PEDIATRIC TRAUMA PROGRAM

- Develops projects to reduce the number of children in CNH who are killed or injured by trauma
- Provides educational and outreach materials to the community

UNICEF

- A branch of the United Nations (specifically the United Nations Children's Fund)
- Focuses on humanitarian aid for children in need worldwide

THIRST PROJECT

- Aims to end the water crisis worldwide
- Builds wells for communities in need of safe, clean drinking water

YES! Initiative

- Provides youth leadership training and development, grants for new Kiwanis projects, and scholarships for Circle K, Key Club, and KIWIN's members



SOCIALS

Not every Key Club event has to be based on service or fundraising! Sometimes, it is best to focus on building the bonds between members and clubs.

GENERAL IDEAS

- **Movie Night:** Find a venue and show a safekey movie to your members
- **Game Night:** Host a game night with your members. Games include Key Club Bingo, Two Truths and a Lie, Scavenger Hunts, etc.
- **Miscellaneous:** Find convenient activities to do like online Kahoot battles, ice skating, or bowling.

HOLIDAY IDEAS

- Halloween Party and Costume Contest (October)
- Thanksgiving Potluck (November)
- White Elephant (December)
- Appreciation Letters & Chocolates (February)

INTERCLUBS

- Interclubs are events that are hosted by **two or more clubs** in a division
- These events can be a service project, fundraiser, social, or combination!
- Interclubs allow for members to visit and interact with members that they normally wouldn't see
- Hosting interclubs with a large and small club can **help the smaller club gain traction!**



SPECIAL EVENTS

May-July

Officer Training Conference (OTC) is for officers and members to learn about the duties of each position and how to better run a club!

Sept.-Nov.

Region Training Conference (RTC) gives all members lessons in various topics while providing lots of fun in the process.

Oct.-Nov.

Fall Rally is one of the biggest events of the year, where Key Clubbers from across the district get together for a fun day of spirit battles and Six Flags!

Jan.-Feb.

Conclave requires delegates from all clubs in order to elect a lieutenant governor for your division. Here, you can watch candidate speeches and vote!

Apr.

District Convention (DCON) sees the old district board retire and the new one begin their duties. As a multi-day event, there are many things that it has to offer!

July

International Convention (ICON) is for all of Key Club and is like DCON on a much larger scale.

SECTION 3: KEYMUNICIPATION



COMMUNICATION

Communicating with everyone, including **members, officers, advisors, the division, and organizations** is **KEY** to your club's success!



Instagram can be used to easily contact your officers, committees, and other groups. Posting on here receives the most attention.



Remind is a great way to remind everyone of events and deadlines, as well as relay information while at events.



Emails are the most professional way to talk online and should be used for almost all communication with advisors and other adults.



Timetree can be used to post calendars and important dates for club officers. **Google Calendar** works better on a larger scale!



Messenger is used to talk with officers and advisors in a semi-professional manner.

SENDING EMAILS

You can utilize emails as a **professional and official approach** to communication with your club and others. Emails allow you to **share precise information** on topics like submissions, events, inquiries, and so much more! Communication **with advisors** is primarily through email. If you haven't developed your own style of emailing, develop one today! Here are some tips:

- Double check for any **spelling or grammatical errors!** (small mistakes often detract from the main message)
- **Be considerate** of the audience, how much time they will actually spend reading what you have to say, the language you are using to deliver your message, and if you have given enough time for action if your email calls for it
- **SPECIFY AS MUCH INFORMATION AS POSSIBLE!** Thorough details reduce confusion
- **Always be open** to receiving questions, comments, and concerns!
- Use an **automated signature** at the end of your emails containing a closing salutation, name, position, email address, phone number, and club/division/region details

EXAMPLE

What's Buzzing Hive Key Club!

Thank you to everyone who came out to our club meeting! Attached below is a meeting recap provided by Club Secretary Busy Bee. We hope to see you at our next meeting next Wednesday during lunch in room 101!

--
Buzzing for Service,
First Name Last Name

Position
Division 01 North | Region 01
Cali-Nev-Ha District | Key Club International
Cell: (XXX) XXX-XXXX
Email: busybee@cnhkeyclub.org
"Caring- our way of life"

Remember, the best way to communicate with someone is **IN PERSON!**

ACKNOWLEDGEMENTS

The CNH Key Club District would like to acknowledge the following individuals who have contributed to this guide.

Joshua Placido, Membership Development & Education Chair, 2022-2023

Janelle Sangmoah, Division 13 West Lieutenant Governor, 2022-2023

Lina Tran, Division 04 North Lieutenant Governor, 2022-2023

Mihir Chowdarapu, Division 42 East Lieutenant Governor, 2022-2023

Gabriela Tadeo, Division 02 South Lieutenant Governor, 2022-2023

Nhi Le, Division 04 East Lieutenant Governor, 2022-2023

Rachel An, Membership Development & Education Chair, 2024-2025

Lukas Minkevich, Division 13 South Lieutenant Governor 2024-2025



THANK YOU FOR READING!