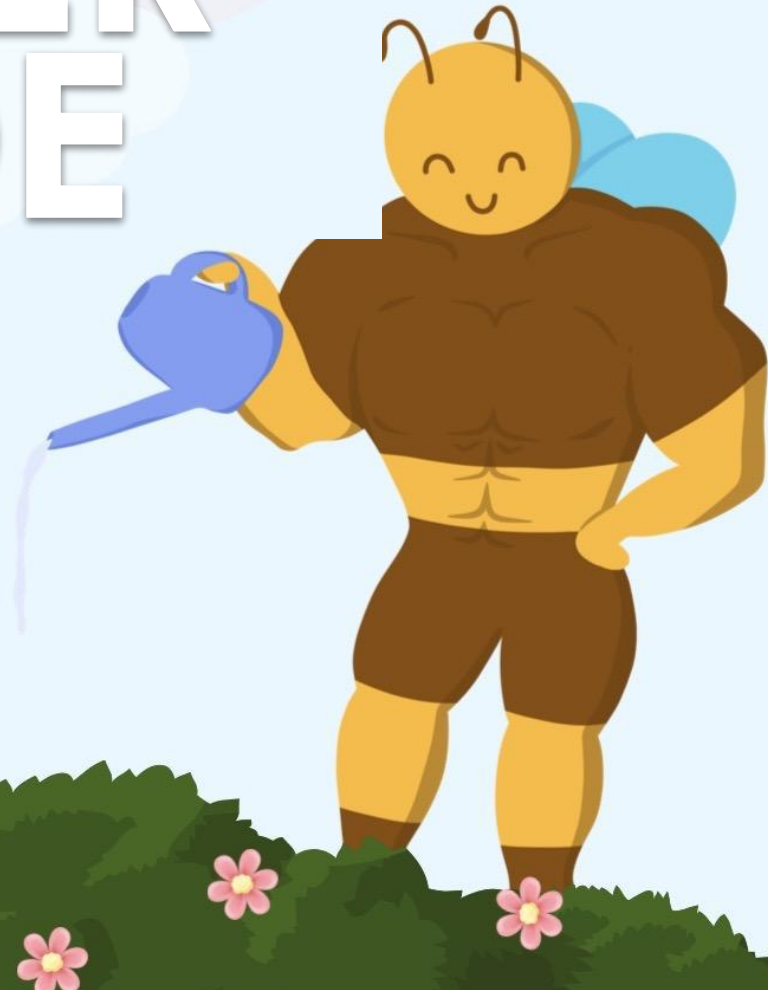




CNH | KEY CLUB

club MASTER GUIDE



CNH District Membership Development & Education Committee

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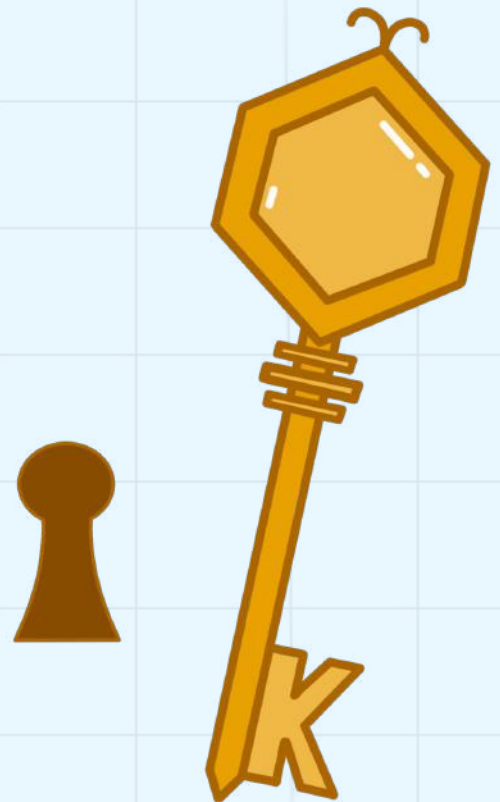
what is key club?

Remember, 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!

How many keys can you find throughout this manual?



what makes a great leader?

A good leader consists of many traits but great leaders are promote collaboration, integrity, and motivation.

Integrity and Trust

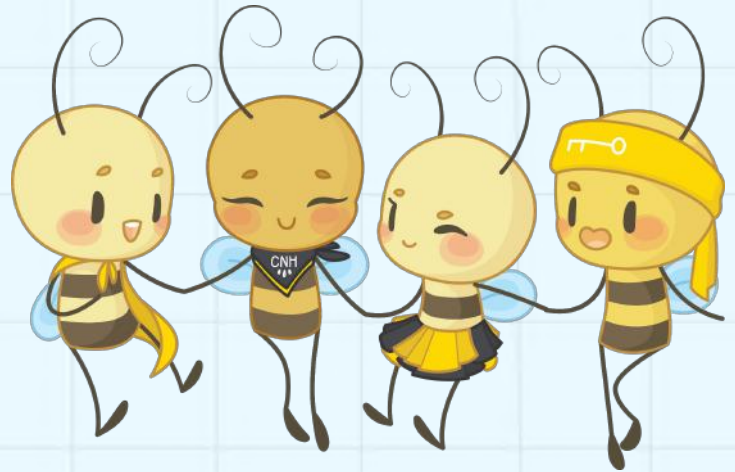
- Being transparent allows for more trust and a better relationship with your members.
- Communicating increases transparency and reduces risk of misunderstanding.
- Communicating and transparency with your members allows for integrity and overall healthier relationships and a healthier division.

Working Together

- As a leader, delegating tasks and spreading the workload is vital.
- Trying to do all the work yourself causes burnout and a poor quality of work.


Motivation

- Setting goals that are ambitious yet attainable is a great way to increase motivation.
 - Don't set a goal that is too easy to reach, and don't set a goal that is unrealistic.
- Look to past years on how to motivate yourself and members to do the best you can.
- Including rewards for exceptional members will also increase drive.



our future leaders

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



Preparing the future leaders with the information they need to properly run for their position will create a seamless transition of leadership. Thankfully, a lot of this information is provided on the CNH Cyberkey!



Election Resources

- Go to www.cnhkeyclub.org
- Under **Resources > Club Officers** and **Policy & Elections** you can find resources regarding any position you are interested in.
 - Included in these are manuals (similar to this one!), videos, service agreements, caucus questions, etc.



what counts as service?

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).

How to Track 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 will provide the name of the event, date(s), and number of hours served by each member who attended.

Spotlight on Service

- The Spotlight on Service Program provide monthly guides that include tips and ideas on how clubs can complete the monthly service initiatives.
 - Incredibly useful for clubs who have a moe difficult time coming up with service projects

Ideas

- Awake-thons
- Marathons
- Fairs
- Book Festivals
- Food Bank
- Reach out to your Kiwanis/Local Communities
- Soup Kitchens

Tips/Tricks

- Try to deter away from asynchronous service events such as "FreeRice" and "Pause For."
 - Since we are a service organization, we want to make sure we are partaking in events that give back to our community directly
- If you are struggling with member participation, have your Secretary look back on past MRFs to see what service events did well

preferred charities

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

Children's Miracle Network

- Raises money for hospitalized children
- Contributions go to hospitals for equipment, training, and to make healthcare for children more financially accessible

March of Dimes

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

UNICEF

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

Thirst Project

- Aims to end the water crisis with the assistance of young people worldwide
- Builds water wells in communities in need of safe, clean drinking water

Pediatric Trauma Program

- Intends to develop projects to reduce the number of children in California, Nevada, and Hawaii who are killed or injured by trauma
- Works to provide educational and outreach materials to the community

YES! Initiative

- Y stands for Youth, E stands for Education, and S stands for Support
- Provides support for student leadership training and development, grants to fund new Kiwanis projects, and scholarships (for Circle K, Key Club, and KIWIN's members)

Reminders

- Set **club goals** for fundraising too
- BEE sure to **educate** your members on where their money is going towards and the difference they are making
- Follow school and Key Club **protocols** while planning a fundraiser with the proper paperwork
- Keep track of both **expenses** and **revenue** from fundraises
 - Click [HERE](#) for a template
- **Publicize** your fundraisers for maximum attendance, which would lead to a more successful fundraiser
- 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

CNH

PTP/YES! Initiative Goal

\$225,000

fundraiser ideas

Fundraising can seem difficult when you don't know where to start...luckily we have some ideas to help you get started! We have restaurant fundraisers and school fundraisers right at your fingertips!

How to Reach Out to Restaurants (via Email)

Hello,

This is **FIRST NAME LAST NAME** from **BUZZ BUZZ KEY CLUB**. Key Club is a global service organization for high school students. Currently, we're looking to partner with your restaurant to fundraise for **PREFERRED CHARITY**. If you're interested, please let me know what forms are needed to set up this fundraiser and any other information at this email. If you have any questions, comments, or concerns, please feel free to contact me. Thank you.

Buzzing with Service,

FIRST NAME LAST NAME

Position

Division 01 | Region 01

Call-Nev-Ha District | Key Club International

Email: busybee@cnhkeyclub.org

Cell: (XXX) XXX-XXXX

Specific Ideas

- Post bingo fundraisers on social media
- Plan Kiwanis takeover meetings with fundraiser activities, like auctions, with your sponsoring Kiwanis club
- Hold bake sales or car washes
- Book food fundraisers nearby a division event

School Fundraisers

- Make sure to take advantage of campus opportunities happening around you (such as back to school night) where you can set up a table and fundraise with goodies like snacks
- Reach out to your school's admin to use their facilities for fundraising events like Awake-A-Thons and movie nights

what are socials?

Incorporating social aspects with your service projects and fundraisers is a great way to increase membership, participation, and retention.

Examples of Socials

- **Movie Night:** Find a venue and show a safe-key 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:** Finding convenient activities to do like an online Kahoot battle, ice-skating, and bowling.

Holiday Events

- Halloween Party Contest
 - Held in October
- Thanksgiving Potluck
 - Held in November
- White Elephant
 - Held in December
- Appreciation Letters & Chocolates
 - Held in February

Interclubs

- Interclubs are events that are hosted by 2 or more clubs in the division.
- These events can be a service project, fundraiser, or purely social event.
- Interclub events allow for members to visit and interact with members they usually wouldn't see.
- Hosting interclubs with a large and small club can also help the smaller club gain traction



KEYMUNICATION

Communication is a key factor in your club's success. In this day and age, there is no shortage of ways you can communicate with your members, officers, and advisors! Here are some platforms you can use (*from casual to professional*):



Remind

Send quick reminders of deadlines, event information, and opportunities your club has in store.



Instagram

Repost graphics with reminders, send direct messages, and make establish a casual social connection with members.



Messenger

Send messages to your club board and fellow Key Clubbers in a professional manner. **Some** advisors are open to utilizing Messenger,



Gmail

Send out your most professional use of communication with an email. Use greetings, proper grammar and spelling, and direct information.

BEE TRANSPARENT



HOW TO: *email* 101

PROFESSIONALISM & EFFICIENCY AT YOUR DOORSTEP

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 will primarily be through email. If you haven't developed your own style of emailing, develop one today! Here are some tips:

- ❖ Look over for any spelling & grammatical errors! (Small mistakes often take away focus from the main message)
- ❖ Be sure to be considerate of the audience
Think of how much time they will actually spend reading all 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/or concerns!

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" |

bee resourceful

UTILIZE AN AUTOMATED SIGNATURE AT THE END OF YOUR EMAIL
CONTAINING A CLOSING SALUTATION, NAME, POSITION, EMAIL, NUMBER,
AND CLUB/DIVISION/REGION DETAILS.

Precision

Be as exact with the information you are prompting as possible. While you should always be open to clarifying questions, efficient information should always be provided primarily. Specify details like dates, times, locations, and any additional info like admission fees, registration links, contact info, etc.

Uniformity

Use CNH graphic standards to make your publications BEEutiful! With an organized look, you can draw in more interaction. Catch the eye of any member (current or potential) with a look so neat, precise, and welcoming!

Broadcast

Broadcast on platforms and modes of media your members best interact with. Instagram and Tiktok are platforms with a lot of engagement. Post promotional graphics, photos of members in recaps, fun and education videos, and any unique club trademarks!

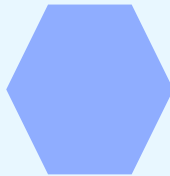
Satisfying

Visual appealing media goes a long way in promotion. If it's difficult to look at, the engagement will not be as high as projected. Choose an aesthetic and add flavor when the holidays come around!

NEED HELP? CM COMMITTEE HAS GOT YOU COVERED! CLICK [HERE](#) • * ◯ +



time to be real



*Let's hear from
some first-term
members!*

What was your Key Club
moment?
What has been your
inspired you to continue
your Key Club journey post
Fall Rally?

**TIME TO LEARN WHAT
FUELS THE BIGGEST
PART OF THE CNH
INVERTED PYRAMID!**

time to be real

My Key Club moment had to be our first joint DCM of the term- Family Feud DCM- because it put into perspective how large of a reach this organization has. Being able to work with fellow Key Club members in other cities helps to show how the principles and beliefs of Kiwanis International go beyond my school and division. The thing that has helped me to continue my journey post FRS is helping other new members like me. Being a senior who is a first-year member, I have a unique experience and I want to encourage underclassmen to join, so they get to experience what I missed out on.

- Joseph Bass, Division 13 South



My "Key Club" moment would probably be my first event ever with friends at a food-drive. I never considered myself a selfless person so volunteering wasn't very appealing to me, but I think the part that really brought me in was the interactions and the moments I spent with others that made me enjoy Key Club. The opportunity to meet others also motivated me to continue my journey. Post FRN I noticed members began slowly leaving but as long as I had the supportive people alongside me, I could see myself pursuing Key Club until I graduate.

- Azrya Prasetyo, Division 43

some key events

Key Club provides plenty of opportunities for members to learn leadership skills, gain experience, and socialize with other Key Club members.

Officer Training Conference

- This training conference is mandatory for board officers
- You are taught how to fulfil your duty as a president, vice-president, secretary, treasurer, or editor
- Usually an all-day event, with breaks in between to eat, socialize with other members, etc.

Fall Rally

- The most hyped event in Key Club
- Members from all over CNH meet up at Six Flags to celebrate the funds raised for the Pediatric Trauma Program
- An all-day event, with transportation provided by your division

Miscellaneous

- **Region Training Conference** - Your region gets together for training and fun
- **Candidate Training Conference** - For anyone interested in becoming Lieutenant Governor
- **District Convention** - An end-of-the-term, weekend long event where old officers are retired and new officers are installed

so don't let the fun stop now!

CONTACT

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THANK YOU

FOR

reading!