



CNH | KEY CLUB

Major Emphasis Contest

SUBMISSION OVERVIEW

SUBMISSION DEADLINE

Saturday, February 5th, 2022 by 11:59PM

PST/HST

EMAIL SUBMISSIONS TO:

cnh.kccontests@gmail.com

Subject: Major Emphasis Contest

Body Text: State your full name (First, Last), Region (R##), Division (D##), Club full name and number (H#####)

CC: Faculty Advisor and Division Lt. Governor

The Major Emphasis Contest is an International contest. Eligible submissions must first be submitted to the CNH Contest Archive for online judging on the District level. At District Convention 2022, distinguished contest winners will be announced, but only the top submission (one winner) will go on to compete on the International level at ICON 2022.

1. Read the Major Emphasis Contest guidelines.
2. Fill out the "Major Emphasis Contest Entry Form" if you plan to apply for this contest.
3. When applying you must create and develop an E-Portfolio that consists of a cover page, Entry Form, and supporting documentation.
4. Email the E-Portfolio to the CNH Contest Archive (cnh.kccontests@gmail.com). Submissions must be received by Saturday, February 5th, 2022 by 11:59PM PST/HST.

MAJOR EMPHASIS GUIDELINES

RULES GOVERNING THE KEY CLUB INTERNATIONAL MAJOR EMPHASIS AWARD

The Major Emphasis Award shall provide recognition to Key Clubs for a commendable project relating to "Children: Their Future, Our Focus."

- (1) A qualifying Major Emphasis project shall be defined as a club service project, planned, organized, and produced by the Key Club occurring on a single day, consecutive days, or recurring on different days. Projects acceptable for this award may include both hands-on service projects and fundraising efforts. In the case of a recurring project, the recurring project's purpose must be the same as the previous times it was held.
- (2) Only one winner in the District contest will be eligible for entry in the International competition.
- (3) Entries shall use the official Major Emphasis Entry Form and shall have it as the **FIRST PAGE** of their E-Portfolio.
- (4) The activity described can cover an phase of the Key Club Major Emphasis involvement specifically highlighting personal development and social interaction of children during the District administrative year.
- (5) The E-Portfolio may include newspaper clippings, substantiating photographs, or other pertinent information. Projects acceptable for this award may include both hands-on service and fundraising efforts.
- (6) E-Portfolios will be judged according to the relevancy of how the project correlates to Major Emphasis activity. This award will be given at the International Convention. There are no platinum, silver, gold, or bronze divisions in this contest; instead, there are first, second, and third place awards.
- (7) In each membership category, each first-place report should be forwarded to Key Club International for competition with other first place winners. No changes may be made in the report by the club, District, or judging committee. The CNH District will submit winning entries to International for judging prior to the May 1st deadline.
- (8) To be eligible for the International contest, the report that wins the District contest must be received by the Key Club International Office (CNH Key Club Administrator will submit).
- (9) Suitable recognition should be provided to clubs achieving first place and other places at District and International levels of competition. At each level of judging, the decisions of the judges are final. No changes, alterations or re-grading will take place after the results have been certified by the judge.
- (10) **E-SIGNATURES:** This application requires electronic signatures (E-Signatures) by the Faculty/Kiwanis Advisor and the Principal. E-Signatures for this application constitutes the individual's full name and contact information, as exemplified on page 3, in Question 1 of the "Frequently Asked Questions" section. E-Signatures represent the fact that the individual(s) listed have approved the application and supporting documentation. These individuals may be contacted for further verification. **Please do not use digital signatures.**
- (11) **DUES-PAID:** In order to be eligible to apply for this contest, you must be a dues-paid club by December 1st.

CNH District Member Recognition Committee

Questions, Comments, Concerns?

Rachael Zheng | Member Recognition Chair | mr.chair@cnhkeyclub.org

MAJOR EMPHASIS GUIDELINES

(12) **SMALL FILE SIZES:** Application submissions should have a small file size. The following tips are for maintaining this requirement:

- Include only the best samples of documentation
- Compress all photos and files before use in your portfolio.
- Compress the final portfolio file
- **E-Portfolio may not exceed 10MB**

(13) **E-PORTFOLIO:** The final submission for this contest includes an E-Portfolio. An E-Portfolio for this application is defined as one collective portfolio presenting the best pieces of documentation. This E-Portfolio should be a single PDF file that includes all merged information, as indicated in the judging rubric on page 2. (Programs available: Google Slides, Photoshop, Microsoft Word, and Microsoft Publisher)

Graphic Standards should be implemented throughout the entire E-Portfolio. The requirements of this E-Portfolio are explained below.

- The entire submission needs to be presented in one E-Portfolio.
- Save as a PDF. Label the file: **MajorEmphasis_LastNameFirstName**
- All required items for the E-Portfolio are listed on Page 3.

The E-Portfolio should include the following items:

- a. Major Emphasis Entry Form
- b. Cover Page
 - i. Name of Club, Division, and Region
 - ii. Name of Service Project
 - iii. Pictures
- c. All listed information that is found on Page 3, which are:
 - i. **The Need**
 - ii. **The Plan**
 - iii. **Implementation**
 - iv. **Final Results**
 - v. **Partnerships with the Kiwanis Family and other Organizations**
 - vi. **Percentage of Club Members Participating**
 - vii. **Overall Program Dealing with Major Emphasis**
- d. Divider
 - i. There are six sections (shown in part C above). A one-page divider is required to precede each section. It should contain the following information:
 1. Section Title
 2. Information relating to each section
- e. End Page

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MAJOR EMPHASIS RUBRIC

This is an International Contest and this is the breakdown of the number of points possible for each section. There is no limit to the number of pages each section may contain. Entries shall be judged based upon an accumulated total of 100 points allocated to the following categories:

- 1. The Need | (10 pts max)**
 - a. States the need for this project with a maximum of 5 details as to why the need exists.
 - b. Provide a clear explanation as to how this project relates to our Major Emphasis
- 2. The Plan | (10 pts max)**
 - a. List the detailed steps required to make this project successful.
- 3. Implementation | (20 pts max)**
 - a. Provide a detailed description of the action steps followed to complete this project.
- 4. Final Results | (20 pts max)**
 - a. Describe 5 benefits of the service project and how it helped the community.
 - b. Discuss how the service need was met.
- 5. Partnerships with the Kiwanis Family and other Organizations | (10 pts max)**
 - a. Describe a maximum of 3 actions and partnerships formed
 - b. Describe a maximum of 4 ways as to how the project was publicized
- 6. Percentage of Club Members Participating | (10 pts max)**
 - a. Provide the percentage of participating members in your club and how they contributed to this project
 - b. The more participating members in the project results in more points
- 7. Overall Program Dealing with Major Emphasis | (20 pts max)**
 - a. Describe a maximum of 3 other projects/programs your club implemented to address the Major Emphasis
 - b. Provide examples as to how your club worked with Major Emphasis during other parts of the year

FORMS:

All forms are located on the last few pages, but can be accessed here individually in Google Drive (Fillable Slide):

- Entry Form: [Google](#)

Refer to FAQ #8 for more information on accessing and completing the forms.

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FREQUENTLY ASKED QUESTIONS

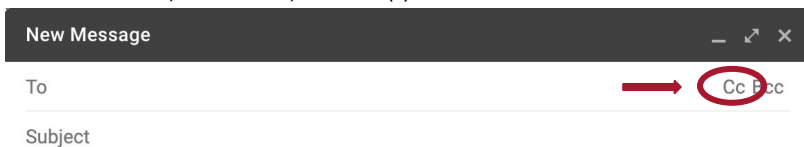
1. How do I receive E-Signatures?

Send an email to the respective people you would like to receive signatures from, asking permission on whether you may include their names as proof of your efforts. After their approval, you may input their names. There is no physical signature. It is the name and contact information of the necessary individuals, typed.

INITIALS	POSITION	E-SIGNATURE	E-MAIL	PHONE W/ AREA CODE
BB	Club Secretary	/s/ Busy Bee	busybee@gmail.com	(555) 555-5555
	Faculty Advisor			
LB	Key Club Lt. Governor	/s/ Larry Bee	larrybee@gmail.com	(999) 999-9999

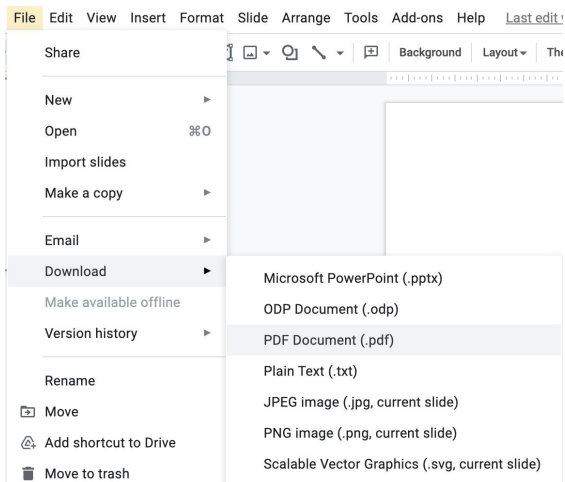
2. What does "CC:" mean?

CC stands for "carbon copy." To carbon copy is to send an identical email to the given recipient. By clicking the "CC" button, while sending an email, you will be able to type in the address to which you would like to send a carbon copy—in this case, your Faculty Advisor(s) and Lt. Governor.



3. On what application do I make the E-Portfolio and how do I convert it to a PDF file?

Google Slides is a good and free application to use; you can also use Publisher, Word, Photoshop, and PowerPoint. When saving a file in Google Slides, go to "File", then "Download" and you will see the PDF option. To find more information on how to make an e-portfolio, visit the [CNH Youtube Channel](#).



4. How do I merge two or more separate PDF files into one?

Use online applications, such as <http://www.pdfmerge.com>.

5. How do I compress PDFs and photos?

PDF's: <http://smallpdf.com/>

Photos: <https://imagecompressor.com/>

(Keep in mind that a "JPEG" photo is already small enough and would not need any compressions).

6. Will the CNH District winners of this contest be recognized at DCON?

The winners of this contest will be recognized at District Convention 2022.

CNH District Member Recognition Committee

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FREQUENTLY ASKED QUESTIONS

7. How do I qualify for the International level contest?

In order to qualify for the International level contest, entries must first be submitted to the CNH Contest Archive for judging on the District level. At District Convention 2022, only the first place District winner in each membership category will be eligible to compete in the International contest.

7. Do you have to be present at DCON or ICON for your entry to win this contest?

It is recommended to be present at DCON or ICON; however, you do not need to be present. In the event that your submission wins, the award will be given to a representative from your home club/Division.

8. How do I transfer the forms provided on this file, such as the Nomination Form or the Proof of Attendance, to my E-Portfolio?

You can access the Google Slides links to the single PDF files of each form in the rubric. Then, you would press file > make a copy. Now, you can fill out the form and copy and paste the slide into your E-Portfolio. Other ways include using Adobe Acrobat with the single file PDFs in the rubric or using Microsoft Word. If you have questions or problems with this, then please email the Member Recognition Chair at mr.chair@cnhkeyclub.org.

9. Do all the sections of the portfolio need to utilize graphic standards?

The whole E-Portfolio needs to utilize graphic standards. This applies to any documents that are added into the E-Portfolio as well, apart from Letter of Recommendation and anything sent to you. Colors can be customized and appropriate fonts are preferred. A guide to Key Club graphic standards can be found at <https://www.keyclub.org/resources/key-club-brand-guide/>. Graphics such as seals, pencils and other logos can be found at <http://cnhkeyclub.org/resources/graphic>.

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KEY CLUB®

Contest criteria are posted in the [Key Club Guidebook](#) on Page 55.

Major Emphasis Award 2021

Major Emphasis Involvement Report Cover Sheet

Key Club of: _____ Club ID #: _____

District: _____ Number of members in club: _____

Project name: _____ Total service hours involved: _____

Contact name: _____ E-mail: _____

Phone number with area code: _____

Application return address: _____ City: _____

State/province: _____ Postal code: _____ Country: _____

Brief description of project: _____

Major Emphasis Award governing rules

A. Only one winner in the district contest will be eligible for entry in the international competition.

B. Report must be typed. Each section found in the report (see governing rule G) must begin on a new page and each page must have a heading specifying the section being described. There is no word limit. The official Major Emphasis Involvement Report cover sheet must accompany all entries. It must be completed in its entirety.

C. The activity described can cover any phase of Key Club Major Emphasis involvement specifically highlighting personal development and social interaction of children, during the year from district convention to district convention. The report may include newspaper clippings, substantiating photographs or other pertinent information. Projects may include both hands-on service and fundraising efforts.

D. Reports will be judged according to the amount of Major Emphasis activity (see governing rule G). Suitable recognition and awards will be presented to the Key Club filing the best Major Emphasis Report in compliance with these rules. This award will be given at the International convention. There are no platinum, silver, gold or bronze divisions in this contest; instead there are first, second and third place awards.

E. To be eligible for the international contest, the report that wins the district contest must be received by the Key Club International office no later than the first Friday in May.

F. The decisions of the judges are final, and no changes, alterations or regrading will take place after the results have been certified by the judges.

G. The sections to be described and the points for each are as follows: **1. THE NEED** (10 Points): To qualify for judging, a statement must establish in what way the project deals with the major emphasis. **2. THE PLAN** (10 points): Describe how the project was organized. **3. IMPLEMENTATION** (20 points): Describe the steps taken to implement the plan. **4. FINAL RESULTS** (25 points): Describe the benefits of the service rendered. **5. PARTNERSHIPS WITH THE KIWANIS FAMILY AND OTHER ORGANIZATIONS** (10 points): Describe actions and partnerships formed. Describe how the project was publicized. **6. PERCENTAGE OF CLUB MEMBERS PARTICIPATING** (10 points) (Please refer to the Key Club Guidebook for details.) **7. CLUB'S OVERALL PROGRAM DEALING WITH MAJOR EMPHASIS** (25 points): Describe any other projects/programs your club implemented to address the major emphasis. Describe how your club worked with the major emphasis during other parts of the year.

Certification. This certifies that we, the undersigned, have read this report and that the activity described in this report and preparations for this report were performed by official Key Club members. NOTE: All signatures are required. Signatures from the school representative and the Kiwanis club representative must not be by the same person.

Faculty/Kiwanis advisor: _____ Principal or designate: _____