



CNH | KEY CLUB

Major Emphasis Contest

SUBMISSION OVERVIEW

SUBMISSION DEADLINE

Tuesday, February 16th, 2021 by 11:59PM
PST/HST

E-MAIL SUBMISSIONS TO:

cnh.kccontests@gmail.com

Subject: Major Emphasis Contest

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

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 2021, Distinguished contest winners will be announced, but only the top submission (one winner) will go on to compete on the International level at ICON 2021.

1. Read the Major Emphasis contest guidelines.
2. Fill out the "Major Emphasis Contest Entry Form" and provide it at the beginning of the submission (E-Portfolio).
3. E-Mail the submission to the CNH Contest Archive.
(cnh.kccontests@gmail.com) Submissions must be **emailed** by Tuesday, February 16th, 2021 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. Only one winner in the District contest will be eligible for entry in the International competition.
2. The report must be typed in which each section 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 as the FIRST PAGE and it must be completed entirety.
3. 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 2020 to District Convention 2021. The report may include newspaper clippings, substantiating photographs, or other pertinent information. Projects acceptable for this award may include both hands-on service and fundraising efforts.
4. Reports 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.
5. 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).
6. The decisions of judging are final and no changes, alterations, or re-gradings will take place after the results have been certified by the judges.
7. This application requires electronic signatures (**E-Signatures**) by the Faculty Advisor, Kiwanis President (local Kiwanis Club), and School Principal. E-Signatures for this application are defined as names and contact information provided into the form. E-Signatures represent the fact that the individuals listed have approved the application and supporting documentation. These individuals may be contacted for further verification. Please do not use digital signatures or scanned photos of signatures.
8. **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, or concerns?

Antonio Quesada | Member Recognition Chair | cnhkc.mr@gmail.com

MAJOR EMPHASIS GUIDELINES

1. 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 that includes all merged information. The E-Portfolio should be in **Graphic Standards** throughout the entire E-Portfolio. To find more information about how to make an E-Portfolio, please visit the [CNH YouTube channel](#) for further explanation. The E-Portfolio should include the following items:
 - a. Major Emphasis Entry Form
 - i. Located below in forms or last page
 - 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 the entry form, Letter G (last page) 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.)**

*For each section, please be sure to include a **Divider**.*
 - d. Divider should include the following information:
 - i. Section Title
 - ii. Information relating to each to sections.
 - iii. Precede each section
 - e. End Page
2. Application submissions should have a small file size. The following are tips to maintaining this:
 - a. Include only the best samples of documentation
 - b. Compress all photos and files before use
 - c. Compress the final file.

MAJOR EMPHASIS RUBRIC

The section to be described and the points for each are indicated below:

1. **THE NEED | (10 pts max)**
 - a. States the need for this project with maximum 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 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 4 benefits of the service rendered.
 - b. Discuss how the need was met.
5. **PARTNERSHIPS WITH THE KIWANIS FAMILY AND OTHER ORGANIZATIONS | (10 pts max)**
 - a. Describe maximum 3 actions and partnerships formed.
 - b. Describe maximum 4 ways 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. List maximum 3 other projects/programs your club implemented to address the Major Emphasis.
 - b. Provide examples 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 either in Google Drive (Fillable Slide) or PDF:

- Entry Form: [Google](#) | [PDF](#)

Refer to FAQ #6 for more information on accessing and filling out forms.

CNH District **Member Recognition Committee**

Questions, comments, or concerns?

Antonio Quesada | Member Recognition Chair | cnhkc.mr@gmail.com

FREQUENTLY ASKED QUESTIONS

1. How do I receive E-Signatures?

Send an email to respective people you would like to receive signatures from, asking permission 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.

You may only include those who are verifying completion of the checklist items.

INITIALS	POSITION	E-SIGNATURE	E-MAIL	PHONE W/ AREA CODE
GA	Faculty Advisor	Golden Advisor	goldenadvisor.cnh@gmail.com	(555) 555-5555
	Kiwanis Advisor			
GL	Key Club Lt. Governor	Golden Leader	d99.cnhkc.ltg@gmail.com	(999) 999-9999
	Kiwanis Lt. Governor			

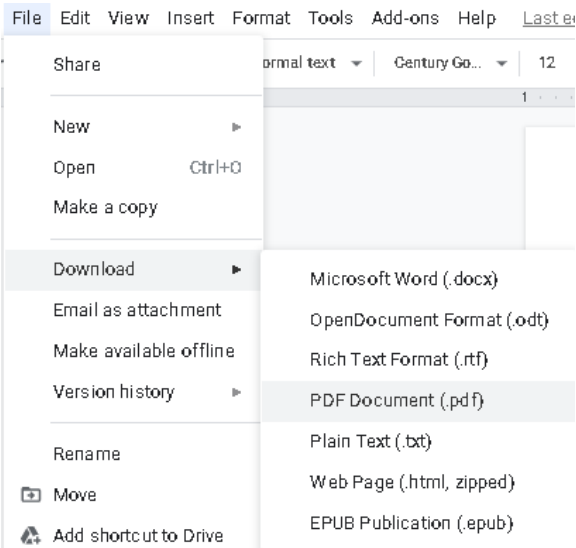
2. What does CC mean?

Send an email to respective people you would like to receive signatures from, asking permission 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.



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](#).



CNH District **Member Recognition Committee**

Questions, comments, or concerns?

Antonio Quesada | Member Recognition Chair | cnhkc.mr@gmail.com

FREQUENTLY ASKED QUESTIONS

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

Use online applications, such as www.pdfmerge.com.

5. How do I compress PDFs and photos?

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

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

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

6. How do I transfer the "Major Emphasis Entry Form" provided on this form to my E-Portfolio?

There are multiple ways you can transfer the ways, but here are some easier ways. 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 Member Recognition Chair at cnhkc.mr@gmail.com

7. Do all the sections on the E-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>.

8. Can you clarify what it means to provide the "Major Emphasis Contest Entry Form" at the beginning of the submission?

You will need to place the Major Emphasis Contest Entry Form at the beginning of your E-Portfolio. You will need the PDF version of this to place at the beginning of your e-portfolio. The first page can be PDF combined, or you can copy and paste slide made in Google Slide to the beginning of your Google Slide e-portfolio. Look at FAQ #6 for more help.

9. Is there a specific way I should format the report?

Please be sure that the report follows the Key Club graphic standards. Other than graphic standards, there is no other specific format for the report, but please make sure that it is neat and organized. For even better organization, a table of contents is *highly recommended*.

You should follow the Key Club graphic standards which can be found at

<http://www.keyclub.org/fad/cm/gsm.aspx>. The entirety of the report should also follow the Key Club graphic standards.

10. Will the CNH District winner of this contest be recognized at DCON?

The winner of this contest will be recognized at District Convention 2021.

11. 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 (cnh.kccontests@gmail.com) for online judging on the District level. At District Convention 2021, only the first place district winner will be eligible to compete in the International contest.

12. 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 your submission wins, the award will be given to a representative from your home club/division.

CNH District **Member Recognition Committee**

Questions, comments, or concerns?

Antonio Quesada | Member Recognition Chair | cnhkc.mr@gmail.com

KEY CLUB®

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

Major Emphasis Award 2020

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 Section 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 acceptable for this award may include both hands-on service and fundraising efforts.

D. Reports will be judged according to the amount of Major Emphasis activity described in Section 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, 3636 Woodview Trace, Indianapolis, IN 46268-3196, no later than the first Friday in May.

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

G. The section to be described and the points for each are indicated below: **1. THE NEED** (10 points): To qualify for judging, a statement must establish in what way the project deals with the MEP. **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) Refer to the Key Club Guidebook for details. **7. CLUB'S OVERALL PROGRAM DEALING WITH MEP** (25 points): Describe any other projects/programs your club implemented to address the Major Emphasis. Describe how your club worked with ME 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: _____