



CNH | KEY CLUB

EDITOR'S GUIDE



CNH District Member Development & Education Committee

Chair Shanelle Relucio | mde.chair@cnhkeyclub.org

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congratulations on being installed!



section one

BRANDING GUIDES

KCI BRANDING GUIDE

A brand is just like you—a living, breathing thing that's constantly changing. It adapts to new technology, trends and inspirations—and emerges as an even better version of itself.

As our brand continues to evolve, KCI be uploading new graphics and tools for you to use.

You can find important guidelines for using specific fonts, colors and other visual elements [HERE](#).

- **Marketing Tools:** keyclub.org/newtools

For any questions, contact your Lieutenant Governor, District News Editor at dne@cnhkeyclub.org or the District Technology Editor at dte@cnhkeyclub.org

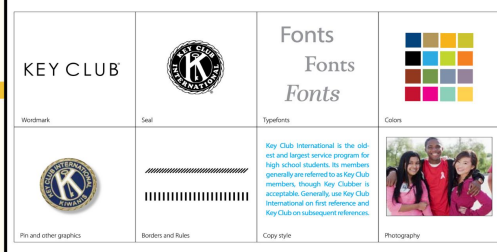
Key Club brand guide

Brand yourself
& your club.

UPDATED

Brand

What makes Key Club look like Key Club?



The manual includes various graphic design materials and tips to unify Key Club International and helps make your club/our organization recognizable.

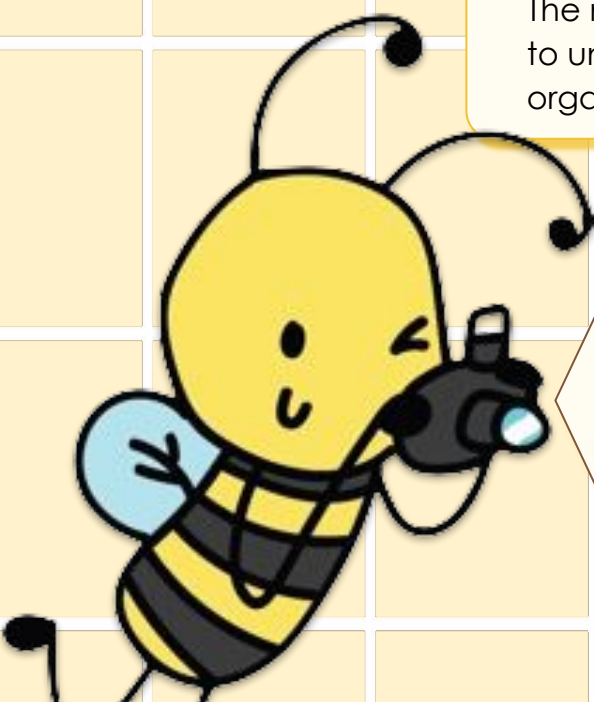
THE GUIDE INCLUDES..

Brand
Logos
Co-Branding

Fonts
Colors
Elements

Samples
Tips
& Tricks!

All of your club members, including fellow officers, should be familiar with these standards. So share the information and provide guidance where you can!



CNH GRAPHIC STANDARDS

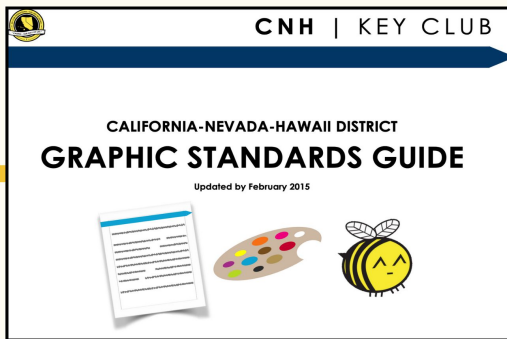


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The California-Nevada-Hawaii Key Club District Graphic Standards were developed to provide consistent formatting for quality publications of the club, division, and district level.

The CNH District requires clubs to follow Key Club International and District Graphic Standards. Although most guidelines found in this guide are found in the Key Club International's Graphic Standards, there are guidelines specific to District graphics and publications.

Graphic Standards can keep publications consistent and in unity. Not only does it enhance the appearance of a document, but it can also make it look professional. Using CNH's Graphic Standards will help brand and promote CNH Key Club materials.

For any questions, contact your Lieutenant Governor, District News Editor at cnhlc.dne@gmail.com, or the District Technology Editor at cnhlc.dte@gmail.com.

For downloadable templates, visit the CyberKey!
www.cnhkeyclub.org

The California-Nevada-Hawaii Key Club District Graphic Standards were developed to provide consistent formatting for quality publications at the club, division, and district level. The CNH District **REQUIRES** clubs to follow Key Club International and District Graphic Standards.

Graphic Standards can **keep publications consistent and in unity**. Not only does it enhance the appearance of a document, but it can also make it look professional. Using CNH's Graphic Standards will help brand and promote CNH Key Club materials.

For any questions, contact your Lieutenant Governor, District News Editor at dne@cnhkeyclub.org or the District Technology Editor at dte@cnhkeyclub.org

Graphics represent Key Club and therefore ensuring they follow CNH standards is crucial! Find them at cnhkeyclub.org -> **Resources -> Graphics and Marketing -> Graphics Standards Manual**.

THE GUIDE INCLUDES..

Fonts

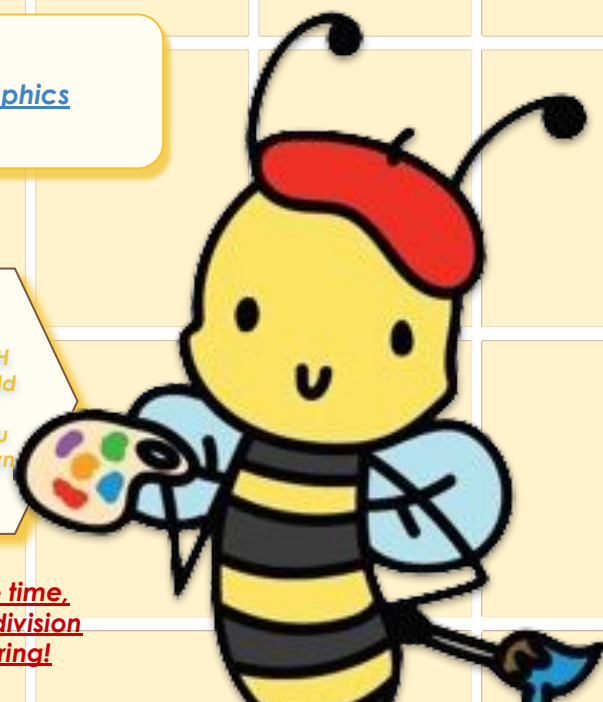
When promoting Key Club, it should be the six Key Club family fonts

Logos, wordart, and the pencil!

Colors

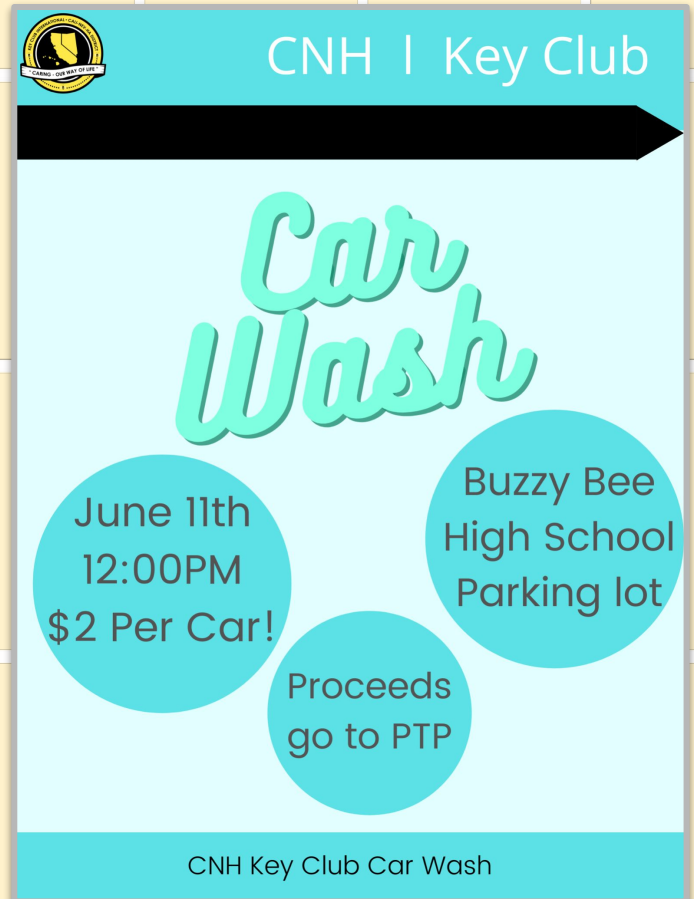
If promoting CNH Key Club, it should be the eleven colors. If not, you may use your own colors.

When developing promotional material for events, make sure to include the time, date, location, registration process, the host (ex. Kiwanis, home club name, division etc.) and any other necessary details such as materials/forms they must bring!



REFERENCES AND SAMPLES

This poster is great for a **division project** as it **has the Key Club pencil, CNH logo, and the CNH Key Club header and footer.**



This poster is great for a club doing a service project! **It uses Century Gothic (Poppins light on certain programs) shows the date, time, location, and price too!**

Disclaimer: The images shown are pre-made samples.

REFERENCES AND SAMPLES

This poster is **NOT** great for a club doing a service project! It **does not include a date or time, theme is insistent, and unorganized!**

*Busy
bee
high
school
&
parking
lot*

**BUSY BEE
CAR
WASH!**

**\$2 to get
in**

**LET'S BEET THE
HIVE HIGH
SCHOOLS CLUB!**

Car Wash

Busy Bee High school parking lot
\$2

June 11th
12:00PM



This poster is **NOT** great for a division project as it **has the Key Club pencil at the middle of the page, CNH logo is oversized, and the CNH Key Club header and footer is missing.**



Disclaimer: The images shown are pre-made samples.



section two

OFFICER DUTIES

GENERAL DUTIES

Every club will decide which duties will be the webmaster's and which duties will be the editor's. The two positions should work together to ensure the club's message and activities are shared with a diverse audience. Visit your school or organization policies or rules prior to developing a website and social media accounts for your club.

official officer duties

- ★ Attending meetings, events and engaging in service events.
- ★ Staying in close communication with your club board, Kiwanis/Faculty Advisor, Lieutenant Governor, Division and District.
- ★ Submitting articles and visuals for your club to the Division Newsletter Editor.
- ★ Help recruit members by sharing your club's story through online outlets.
- ★ Maintain accurate and up to-date information on your respective club platforms
- ★ Share your club's activities on club's social media platforms
- ★ Engage with members through web-based outlets.



a few things to remember

**Remain
Safekey!**

Set Goals!

**Stay
Engaged!**

**BEE
Creative!**

CNHI KEY CLUB

Editor's Service Agreement

All forms must be submitted to your Key Club Faculty Advisor or President at least one week prior to the club election. Failure to do so will invalidate the candidacy.

As a Key Club Officer candidate for Editor of my high school's Key Club, I understand that some of the **duties** of the office are as follows:

- To complete at least 50 hours of service
- To serve as a leader and representative of my club
- To complete assignments as delegated by the Club President
- To consult my board before making major decisions, consider all my home Key Club members' ideas, and make these decisions clear to my Key Club Members
- To become well acquainted with my fellow club officers and to work together as a team with them to plan club socials, fundraisers, and service projects
- To get to know my club members and to address their questions and concerns
- To cooperate and work closely with our Division Lieutenant Governor and Sponsoring Kiwanis Club
- To promote member participation and attendance at events on all levels of Key Club
- To represent my club at Kiwanis Meetings
- To provide my current contact information (e-mail address and phone number) to the club members, club officers, Faculty Advisor, Kiwanis Advisor, Lieutenant Governor and Region Advisor, and to update them on changes
- To work with my fellow club officers to hold elections, according to the District Policy, for the new club officers of the following year and to submit the new board roster to my Lt. Governor
- To submit updates to my school's bulletin on a regular basis
- To create and publish a monthly club newsletter as well as constantly update the club's website
- To promote Key Club in my school and community, and recruit new members to my club
- To have extensive knowledge of Key Club International and our District
- To follow my succeeding secretary about my duties and responsibilities of office
- To follow my club bylaws in governing my club

To attend the following **mandatory** meetings and trainings:

- All Key Club board and club meetings at my school
- Majority or all of monthly Division Council Meetings (DCMs)
- Officer Training Conference (OTC), held between the time after District Convention and August
- Region Training Conference (RTC), held between August and October

The following are **highly recommended** events to attend:

- The Key Club District Convention (DCON) following the election
- Fall Rally North in October or Fall Rally South in November

This must be completed and submitted to the Club President at least one week prior to the election.

Non-performance of these duties may result in removal from the office to which I am elected by the club officer board and advisors as specified in the club bylaws.

In addition, I understand that the conduct of Key Club business by any electronic means, such as websites, reflectors, e-mail, chat rooms, etc., must be conducted with Key Club integrity.

[CANDIDATE'S SIGNATURE]

[DATE]

As this student's advisor, I feel that he / she is qualified and willing to serve as the next editor of this club.

[KIDWANS OR FACULTY ADVISOR'S SIGNATURE]

[PRINTED NAME]

As the parent or guardian of this candidate, I have read this Service Agreement and am ready to support him / her throughout his / her term of office.

[PARENT OR GUARDIAN'S SIGNATURE]

[PRINTED NAME]

General Information

[PRINTED NAME]

[BIRTH DATE]

[EMAIL ADDRESS]

[MEMBER ID #]

[PREFERRED PHONE NUMBER]

PLEASE CIRCLE ONE

MALE **FEMALE**

[ADDRESS]

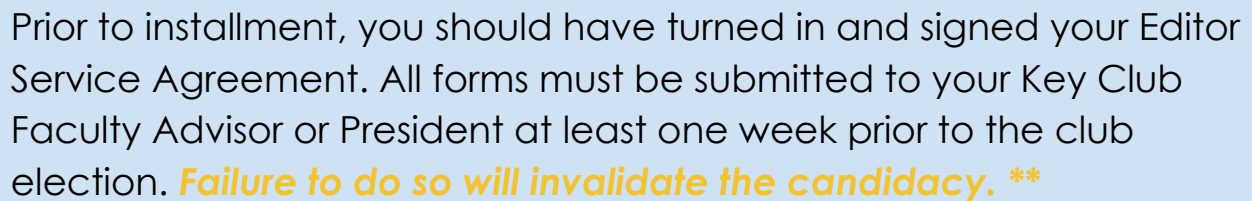
[CITY]

[STATE]

[HOME CLUB]

[DIVISION]

This must be completed and submitted to the Club President at least one week before the election.



where can i find this?

EDITOR MANUAL | OFFICER DUTIES



BEE-ING AN OFFICER

officer development

During your term as an officer, remember to refine your skills and search new horizons! As a member of the club board, *it is your responsibility to ensure that the officers are cooperating and working together to reach your goals.*

A great way to do so is to *step up and take initiative.* Make sure to let your creativity and skills shine through. Developing items such as action plans will help the club you serve run smoothly.

As an officer, you are *not only* representing yourself, but your home, club, and community as well as the organization as a whole! You are a role model for the members you serve. They will look to you for guidance and advice and you represent Key Club International. *Always take pride in all that you do.*

Please be mindful of your behavior and remain Safekey! (Even on your public social media platforms)

Throughout your journey, you are expected to develop and uphold the Key Club core values -- leadership, inclusiveness, character building, and caring to shape you into a better leader, friend, and person.

Remain active within your club and division to better communicate, attend educational events, and meet other members who can help you become a better leader! You, too, will help lead and guide new members in the right direction to develop their core values.

Create a strategic action plan to ensure that your club reaches its goals by the end of the term! Such as submitting articles/visuals on time, updating the website frequently, etc. *Set quarterly or monthly check-ins and brainstorm ideas to implement in your club in order to reach your goals.*

*** The Key Club term is divided into four quarters with about 3-4 months in each quarter. Use this time to set check-ins and as reflection periods!*

THINK: HOW are you going to reach your goals?
WHAT legacy do you want to leave on your club?

BEE-ING AN OFFICER

officer engagement

Communication is the most important factor in the success of an organization. You will be interacting more frequently with the club you serve and your division. Make sure to attend division council meetings and home club/officer board meetings to share out updates you may have and vice versa.

Aside from keeping in close communication with those who contact you via your club platforms, don't forget to make personal connections as well!

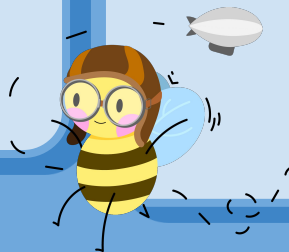
being more involved

DIVISION LEVEL

- ★ Attend as many local events as possible.
- ★ Take advantage of the opportunities available to you to network and connect with members from your division.
- ★ Keep track of division social media and utilize division resources!
 - *EX. division newsletter, division website, or division leadership team!*

DISTRICT LEVEL

- ★ Attend as many events as possible. District-wide events.
- ★ Check out our District social media and virtual events
 - *EX. webinars, applications, contests, and more!*
 - Browse the CNH CyberKey to find anything you may need.
 - If you have any questions, contact your Lt. Governor or any of the district officers



Remember that you have an endless amount of information and resources at your fingertips !!

section three



NEWS EDITOR

NEWS EDITOR

YOUR ROLE

As an editor, it is your responsibility to create publications and work with the rest of your club board to ensure that everything is running smoothly.

- ★ Your publications should effectively distribute information about the club
 - Include news, events, or general updates.
 - Always send out up-to date information.
- ★ Additionally, your role as a club officer means that you should be checking up with your fellow officers and helping out wherever you can.
 - Offering your aid through their work and other tasks.
 - Keep in constant communication with your peers.
- ★ Continue to refer back to this manual to ensure that you're staying on track and accomplishing your goals as an editor.
 - The CNH CyberKey also has lots of valuable tools and manuals to support you.
 - For editors, go to **Resources > Club > Editor** to view all the materials available to you.



As always, don't hesitate to contact our DNE,
dne@cnkeyclub.org or your Lt.
Governor **if you have any questions,
comments, or concerns.**

PLATFORMS TO USE

There are lots of programs to use for newsletter production! Don't feel limited by the expensive or more popular programs. Please refer to the Newsletter Production 101 guide for more details! **

free platforms

Google

Drawings/Slides

PROS: Free, easy to work with and access
CONS: Limited capability, only 1 page at a time

Canva

PROS: Free, lots of graphic design variety
CONS: Limited freedom with formatting & font selection

GIMP

PROS: Free, complete freedom with design/formatting
CONS: Limited capability and is not very user friendly to first time users

paid platforms

Pages

PROS: Easy to work with and access, exports as PDF, work with multiple pages
CONS: Limited to Apple products, limited functions

InDesign

PROS: Wide range of functions, multiple pages
CONS: Expensive, difficult to learn

Photoshop

PROS: Wide range of functions, multiple pages
CONS: Expensive, large files, only 1 page at a time

WRITING EFFECTIVE ARTICLES

Articles are a great way to reflect and recap on events. Writing effective articles can be difficult, but figuring out where to start will let your artistic creativity and talent *shine through!*

steps

GENERAL OUTLINE

Attend the Event -> Observe the Activities/Individuals at the Event -> Take Notes/Photos
-> Create a Rough Draft -> List Quotes, Research Background Information about the Event
-> Acknowledge your Kiwanis/Members -> Write the Article

BRAINSTORMING

When?

When did this take place?
Was it during the holiday season? Was it overnight?
Feel free to be brief in this section.

Why?

Why was this event held?
Was this your monthly DCM for updates? Was it for recognition? **Why did YOU/others attend?**

Who?

Who attended this event?
Was it an officer only training? A Kiwanis take over? A club social?
Acknowledge all those present!

Where?

Where did this event take place? Was it a rainy day? Indoors? Outdoors? **Describe the atmosphere, location, and/or even the weather!**

What?

What was the purpose of the event? What did you do there? **BEE descriptive with this question! It is the heart of your article.**



All divisions are different, so don't forget to contact your division news editor to find more information on how to submit your amazing articles and outstanding visuals! **

THINGS TO INCLUDE

contents

- ★ Covers
 - Include the *title*, *club name*, *division*, and **BEE CREATIVE!**
 - Use Graphic Standards
- ★ Table of Contents
- ★ President's Message
- ★ Editor's Message
- ★ Articles and Visuals
- ★ Monthly Recognition
- ★ District Promotion
- ★ Contact Information
- ★ And More!

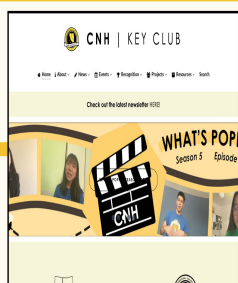


Sample Newsletter Table of Contents & Message from D44S.
(2021-2022)



tips

- ★ Include page numbers.
- ★ Avoid using graphics that are pixelated or blurry.
- ★ Avoid "busy" backgrounds behind text.
- ★ Use no more than 3-4 fonts.
- ★ Create a color scheme for your newsletter.
 - Develop a theme!
 - Continue a particular style throughout the whole term.



- ★ Add links to the CyberKey and the Key Club International website.
 - **CyberKey:**
cnhkeyclub.org
 - **Key Club International:**
keyclub.org

section four



TECH EDITOR

TECH EDITOR

YOUR ROLE

As a Tech Editor, your responsibilities consist of creating, developing, maintaining, and promoting the club website and social media accounts.

- ★ It is your responsibility to communicate District, Division and Club information with the members you serve.
 - Including other fellow Editors within your Division or Club.
- ★ Create a club website.
 - Maintain accurate and up to-date information on your club's website.
 - Engage with members through web-based outlets.
 - Share your club's activities on social media.
- ★ You are able to exercise freedom and imagination in design of the agendas, graphics of social media posts, and flow of videos. Tech Editors are encouraged to experiment with creative programs and use your creative freedom to your advantage. In spite of this freedom,
 - Follow the Key Club International and California-Nevada-Hawaii (CNH) Key Club Graphic Standards guides when creating publications and designing the website.

As always, don't hesitate to contact our DTE, dte@cnhkeyclub.org or your Lt. Governor **if you have any questions, comments, or concerns.**



PLATFORMS AND SAMPLES

Some
example club
websites to
use!



With a Little Bit of your Own
KEY-reactivity spice....



Sample Division Website from D12W

section five



ARTICLES & VISUALS

ARTICLES & VISUALS

Articles and Visuals allow your club to share it's story with other Key Clubbers to inspire other members to continue to serve and attend events. Promote writing articles and taking visuals at club/ division events! Any club member can submit articles and visuals because their voices matters.

You may see yourself in the newest edition of the CNH District Newsletter and/or on the front page of the CNH CyberKey!

WHAT TO LOOK OUT FOR

When taking photos to submit as visuals for events, note that images depicting service from club members are most encouraged. Group photos, and friend group photos are strictly prohibited..

SUBMISSION PROCESS

File Naming

D##_[Month Digits]_[Event Initials]

Example: D99N 08 DCM

Subject Line

> Articles - D## Articles [# Attachments]

> Articles - D## Visuals [# Attachments]

Example: D99N Articles [3 Attachments]

Body Message

> Articles - Identify articles by: [Event Initials] - [Event Name]

Submitted by: [Author], [Club]

> Visuals - Identify visuals by: Photo # - [1-2 sentence description]

Where to Submit

> Articles - cnharticle@gmail.com

> Visuals - cnhvisuals@gmail.com

A carbon copy (CC) of both documents must be sent to your Lt. Governor and Region Advisor(s).



section six

MANAGING SOCIAL MEDIA

MANAGING SOCIAL MEDIA

Communication & Distribution

Communication is a crucial component to conducting successful fundraisers and events!

-A simple post or group message advertising an event could have a significant impact on that event's attendance numbers.

Useful Platforms to Promote On

Instagram- Post event flyers and create a sense of community here for maximum effectiveness.

Remind- This platform is useful for sending out details about events and keeping members up to date on new developments.

When introducing a New Platform

- receive approval from your region advisor to use said platform.
- Ensure all members are capable of using the new platform.



MANAGING SOCIAL MEDIA

Importance of Interaction

Interaction is a **Key** element in determining the success of your social media distribution. The more your members interact with the media you post, the stronger their connection to your club becomes.

Ways to Increase Interaction

- Utilize any form of poll/voting system on your posts to give your members a sense of decision making within their club.
- Ask questions that get people to interact with each other in a virtual setting.

Make It Eye Catching

When creating any kind of social media post, be sure to use color schemes that draw the viewer in and increase interest before they begin reading!



section seven



SAFEKEY

SAFEKEY

Technology safekey was **created by the Communications & Marketing Committee during the 2013-2014 term** to have a service opportunity available all throughout California-Nevada-Hawaii Key Club and *to help give the future leaders the tools to understand the effects of technology, protect themselves from harm, and have a brighter future.*

Through the acts of online safety, it leads to the community coming together to have **students realize they may be a cyber-bully, enhancing presentation skills, and even inspiring young students to join Key Club.**

Our mission is to educate the youth about online safety by providing information on hazards of unsafe browsing to teach students how to safely utilize the internet to prevent any harmful encounters from occurring.

TECHNOLOGY SAFEKEY

WHAT'S ALL THE BUZZ ABOUT?

Technology SafeKey is an opportunity provided by the California-Nevada-Hawaii Key Club District to help give us leaders the tools to understand the **effects of technology** and the importance of **online safety**. This is a program created by the members for the members, so that we can all become better informed on how to act appropriately online. Technology SafeKEY provides many resources to prevent cyberbullying, enhance leadership skills, and inspire the community. When implemented, this program can impact many lives, but it all starts with your initiative. Let's take the step to **bee** the solution!

Mission

- Educate the youth about online safety
- Provide information on hazards of unsafe browsing
- Teach students how to safely utilize the internet

Importance

- To protect our identity and maintain our privacy
- To prevent any harmful encounters from occurring
- To stop cyberbullying

How to be Safe

- Never disclose any personal information publicly
- Be online with people you know in real life
- Report any incidents of cyberbullying

Cyberbullying

- The act of hurting another person emotionally (and possibly provoking physical harm) by the use of technology as a medium

"Think Before You Click!"
contributions from the Communications & Marketing Committee

how to bee safekey

Be professional!
Only display only things that are appropriate without putting your safety at risk.

→ **Care about your Identity and reputation.**
People will use technology to get a first impression of you. This will affect your future.

→ **Beware of Cyberbullying.**
Don't be a bystander!
You can report cyberbullying on most social media sites and to trusted adults.

THINK BEFORE YOU CLICK!

cyberbullying

What is it?

Cyberbullying is the use of technology to tease, humiliate, or harass someone.

Ex. mean/degrading texts or chat messages.

What to do?

If you are a victim, tell a trusted adult and don't let the words get to you.

If you see cyber bullying, do something to help. Report it online or to an adult, don't be a bystander!

Media Release

Words as well as pictures are powerful. They can hurt those around you and even create negative image for yourself, family, friends, etc. You can possibly get into legal trouble.

consequences

- ★ Removal from Key Club office
- ★ Getting suspended or even expelled
- ★ Losing friends/trust
- ★ Being rejected from a dream college
- ★ Being denied a job
- ★ Being followed by a stranger

Always think about the many possible consequences of your actions!

WHY CARE?

- ★ It will be easy to find private information about you.
 - Ex. home, school, etc.
- ★ BEE smart when posting, don't talk to stranger to guard your identity!

WHAT TO POST

- ★ Only what you would be comfortable with sharing with others
 - Including your family and employers
- ★ That wouldn't make people think twice about you or hurt those around you

PROFESSIONALISM



Professionalism is a skill of good judgment, and polite behavior that is expected from a person who is trained to do a job well. BEE sure to be safe and professional while browsing!

connecting

BEE mindful of others! You represent the organization, your words, actions, direction, motivation, and attitude will reflect on your club.

EMAILING TIPS

- ★ Reserve all Key Club business to email
- ★ Communication, coordinating events, contacting adults
- ★ Do not use slang
- ★ Include greeting and closing
- ★ Emails should be concise and to the point

PHONE TIPS

- ★ Use to contact members personally
- ★ Be sure you are in a quiet environment
- ★ Speak clearly, give full attention
- ★ Try not to call past 9 PM
- ★ Get to the point
- ★ Include greeting and closing

Throughout the term, you will send emails to your Lieutenant Governor, advisors, school, and more. It is important to follow proper email etiquette in order to stay formal and professional in your emails!



section eight



RECOGNITION

Recognition

RESOURCES

platforms

CNH Key Club Instagram | [@cnh_keyclub](https://www.instagram.com/cnh_keyclub)

Key Club International Instagram | [@keyclubint](https://www.instagram.com/keyclubint)

CNH Key Club Website | <https://www.cnhkeyclub.org/>

Key Club International Website | <https://www.keyclub.org/>

manuals

Graphic Design 101 | [Click Here](#)

Writing Effective Articles | [Click Here](#)

Redefining The Editor Position | [Click Here](#)

CNH Key Club Branding Guide | [Click Here](#)

Key Club International Brand Guide | [Click Here](#)

2021-2022 Division News Editor Manual | [Click Here](#)

2021-2022 Editor Submissions Manual | [Click Here](#)

[Visit the CNH Cyberkey to find more resources such as manuals!](#)

contacts

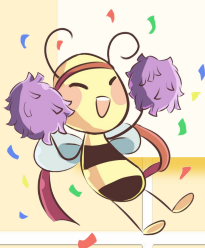
District News Editor | dne@cnhkeyclub.org

District Tech Editor | dte@cnhkeyclub.org

District Visual Media Editor | dvme@cnhkeyclub.org

District Communications & Marketing Chair | cm.chair@cnhkeyclub.org

District Membership Development & Education Chair | mde.chair@cnhkeyclub.org



THANK YOU *for reading*

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

- ★ **Victor Nguyen**, District News Editor, 2021-2022
- ★ **Shanelle Relucio**, Member Development & Education Chair, 2021-2022
- ★ **Aaron Miranda**, Division 3 South Lieutenant Governor, 2021-2022
- ★ **Joshua Perez**, Division 12 West Lieutenant Governor, 2021-2022
- ★ **Vanessa Sandoval**, Division 13 West Lieutenant Governor, 2021-2022
- ★ **Kirsten De Jesus**, Division 27 South Lieutenant Governor, 2021-2022



FEEL FREE TO REACH OUT TO MDE.CHAIR@CNHKEYCLUB.ORG
IF YOU EVER HAVE ANY QUESTIONS ABOUT KEY CLUB!