## CNH | KEY CLUB



CNH District Membership Development \& Education Committee Chair Lina Tran | mde.chair@cnhkeyclub.org

## CONGRATULATIONS on becoming your club's next president!

You are now officially the head of your club which comes with a lot of responsibility and pressure. But without pressure, diamonds wouldn't exist, so surely at the end of the term, you will leave the term with new and refined skills! Rest assured the people and experience along the way is the best reward!

With this large responsibility on your shoulders, CNH is here to direct you! You are never helpless and alone! In this guide, you will find tips and tricks to help you throughout your term!

We're sure with time and effort, you will BEE the best president you could possibly be! You got it and you are never alone!

- 2023-2024 Division 2 North Lt. Governor Jade Le
- 2023-2024 Division 2 South Lt. Governor Sean Phu


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- April - June
- Set SMART goals for your club with your officer board
- Help officers adjust to their positions
- Get to know your officers and bond with them
- Promote and attend Division events like Officer Training Conference (OTC) and Division Council Meetings (DCM)
- Attend club visitation with LTG to plan for your term
- Introduce yourself to Kiwanis/Faculty/Region Advisor, general members, and Kiwanis division and build a relationship with them!
- July - September
- Plan for ICON attendees
- Plan and prepare for club rush with your officer board
- Engagement, attraction, follow ups, retention
- Promote and start preparing for RTC attendees
- Transportation, chaperones, fees, forms, etc.
- Promote and begin planning for Fall Rally
- Promote Kiwanis Division Events
- Promote Key Leader / Summer Leadership Conference
- Start preparing for dues payment
- Forms, organization sheets, etc


Events:

- District Convention
- Officer Training Conference
- International Convention
- Region Training Conference
- Club Rush


## - quarter three

- October - December
- Continue and finalize Fall Rally preparations
- Transportation, chaperones, fees, waivers
- Attend Region Training Conference
- Begin collecting dues and meet dues payment deadline
- Prepare for club elections
- Promote Candidate Training Conference
- Attend club visitation with LTG to receive guidance
- Promote and prepare members for district and international contests the Member recognition program
- Remind officers about the Annual Achievement Report and club awards
- January - April
- Provide support on member recognition and district contests
- Apply for your own district and international recognition (you deserve it)
- Promote scholarships and apply for them if you're applicable to them
- Promote and plan for District Convention
- Transportation, fees, chaperones, forms
- Carry out elections
- Support candidates
- Train new elects


## Events:

- Fall Rally
- Dues Paid Season
- Conclave
- Club Elections
- District Convention
- Banquet

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Just because you are the President of your club, doesn't mean you have to do EVERYTHING! You are leading a team that is there to HELP you and your club! Remember to delegate tasks and inform them of their specific responsibilities and tasks! In this section, you will find the responsibilities of other officers so that you are able to lead them!

Be sure to work with your advisor and club to clearly define what these officers will be doing!

## See below for a basic breakdown of the main positions!

## lice

## RIGHT HAND MAN

- They can serve the club on a specific focus (Ex, VP of Administration, service, fundraising, etc.)


## TASKS

- Aids YOU with your duties
- Division tasks, organization, planning
- Takes over when

Presidents is absent

- Plays a supportive role in the club
- Supports officers with their tasks


## secretaries

## STENOGRAPHER, \& DEPENDABLE BEST FRIEND

- Record the status of the club


## TASKS

- Record club activity through MRF, Meeting Minutes, etc.
- Record service hours of EVERY member
- Update Member Update Center with any new members


## treagurers

FINANCE GURU \& THRIFTY COMPANION

- Assist in dues payment \& fundraising


## TASKS

- Assist in dues payment
- Plans fundraisers
- Record club expenditures and revenues


TECH GURU, DESIGNER, PUBLICIST, \& COMMUNICATOR

- Responsible for all club publicity and media


## TASKS

- Manage social media, website, etc.
- Create newsletter, Articles \& Visuals
- Create Advertisement for events and for the club
- Maintain constant communication
- Establish tasks on a consistent basis to ensure that all officers are fulfilling their expectations and responsibilities
- Setting deadlines for said tasks can be a great way to ensure that your officers are held accountable
- Create committees as needed to further delegate tasks
- Committees are groups of officers that are assigned one specific focus for the club as needed
- While they are optional, many of the most successful clubs utilize committees


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- Pinpoint what is most important to the club.
- Goals must have a benefit for you in order to stay committed to them
- Plan for short and long-term goals you can achieve
- Identify the challenges that may come up or stand in the way of you accomplishing your goal.
- Write your goals down and put them in a place you can see regularly.
- Adjust your goals as necessary as many times as you need to.
- Set a timeline with a start and stop date.
- Setting a stop date will help you to stay motivated in accomplishing the goal.

-asura



## action plan

Create a strategic action plan to ensure that your club reaches its goals by the end of the term! Set quarterly or monthly check-ins and brainstorm ideas to implement in your club in order to reach your goals.

THINK: HOW are you going to reach your goals?


## strengths

- Member recruitment and member education is successful
- Officer board meets regularly and is active
- Activities/events/meetings are planned well in advance
- Fundraisers and service events are consistent
- Club is involved in the school environment and is well-known
- A functioning committee system is in place
- Members are active in the Division level and above
- High attendance at events, interclubs are also planned
- Submissions (MRF, Articles \& Visuals, etc.) are submitted on-time or early


## weakenesfes

- Low attendance at meetings
- Pride and spirit is lacking
- Officers and members lack Key Club education
- Faculty advisor and Kiwanis advisor involvement is low
- Members are not active in the Division level and above
- Members do not attend conventions and training conferences
- Officers are inactive or disorganized
- Meeting minutes and agendas are not on file
- Members do not attend the sponsoring Kiwanis Club's meetings

SERVICE HOURS BY DCON
$0=$ __ hours per member
$0=$ service projects hosted per month
- \$__ FUNDS RAISED FOR PTP BY FALL RALLY - =___fundraisers hosted per month
- $100 \%$ MEMBER RETENTION
- INCREASE MEMBERSHIP BY_\%
- aAR SCORE OF ___ bY DCON
- MEMBERS RECEIVE BRONZE MRP
- APPLY FOR $\qquad$ CONTESTS



# BEE sure to consider how your club will contribute to the 2023-2024 CNH District goals! 

- 32,000 Dues Paid Members
- \$200,000 raised for PTP/YES Initiative
- 400,000 Service Hours


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- Always show RESPECT to those around you!
- This includes adults, advisors, and Kiwanians.
- Attend all events in which your attendance is requested. Stay focused and don't slack off!
- Such as DCMs, Division events, all club events, etc.
- Avoid any inappropriate actions.
- Try to keep a positive perspective. Having a negative perspective can create stress for your members..


## Remember, you are the ROLE MODEL for your

 members. Your words, actions, direction, motivation, and attitude will reflect on your club.- BEE SAFEKEY
- Racial, sexual, homophobic, and harmful language is prohibited
- Refrain from slangs and profanity! BEE cautious of your word choices!
- Know the audience you are speaking to
- Address adults properly
- Speak clearly and calmly
- Confirm if your members can hear you!
- Be mindful of your tone


We understand that Key Club is filled with your closest friends, or people you love to joke with, but it is important that you separate work life from personal life! Think about which hat you are wearing when talking to your friends! Are you wearing your president hat or your original self hat? Here are some tips to help you!

- Know when and where to treat your officers as officers and as friends
- DO NOT think it's ok to let things slide because they are your friend
- Uphold the same expectations for everyone
- Stay strict on deadline and submissions
- Address other's properly
- Use proper speaking etiquettes when talking to others - No slang, profanity, hurtful language, etc.
- Address any issues that may come up
- Don't hold back because the person involved is your friend


## $\square$

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!


## salutation



Service Project Suggestions | Bee Key Club $\Rightarrow$ Inbox x

Lina Tran [mde.chair@cnhkeyclub.org](mailto:mde.chair@cnhkeyclub.org)
2:53PM (3 minutes ago) $\widehat{\sim}$ : to me

Hello [Name]!

Bee Key Club has participated in a food distribution service project for the past few years, but due to unforeseen circumstances it has come to an end. As a result, we were wondering if you have any service project ideas that you would recommend to us.

Please let me know if you have any questions, comments, or concerns. Thank you for your time and consideration. I look forward to hearing back from you!

Wishing a BEE-utiful term with you,
proper closing sentence
Lina Tran (she/her)
2023-2024 Membership Development and Education Chair California-Nevada-Hawaii District
Key Club International
Cell: (657) 335-0005


TIP: Create an email signature

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The following is a general outline of a meeting:

1. Call to Order
2. Pledge
3. Icebreaker
4. Old Business
5. New Business
6. Open Floor (Questions, Comments, or Concerns?)
7. Adjournment

The main purpose is to keep your members updated!


- Board meetings are meetings you have with your officer board.
- The meeting agenda should follow the general meeting outline above!
- The difference is that you would include topics you think your officers should discuss and tasks!
- You would utilize this meeting delegate tasks, plan events, reflect, and others!
- Make sure you come prepared with ideas to bring to the table and tasks for every officers!


Creating meeting agendas in the form of a document or slide presentation can be extremely useful for planning your meetings. Here are a few tips of what to include to make your agendas much more engaging:

## - Bright colors

- Bold words
- Photos
- GIFs

Make sure to send out your agendas/meeting minutes to your members, so they can reference them if needed or so members who weren't able to attend can still stay updated


The way you present may either engage or lose your audience's attention.

Tips when you present:

- Have good posture, do not slouch
- Do not speak with a monotone voice!
- Add pauses, lower or increase your pitch
- Ask rhetorical questions
- Make sure you are knowledgeable about what you are presenting - At least try to sound confident
- Crack a few SAFEKEY jokes in between
- Bring the energy, sound excited for the event


Meetings are not just for updates, they can be a great opportunity to bond with your members too! Add icebreakers to the beginning or end of your meetings. Some examples of icebreakers are:

- Simple Questions (go around in a circle and each answer a question)
- Kahoots
- 2 Truths \& a Lie
- Soulmate
- Guess the Song

Try not to make your icebreaker too long or members can get bored!







- Greeting members at the door
- A little interaction can go a long way!
- Allowing members to lead the Key Club pledge or ring the bell at the start of the meeting
- Passing it on to your fellow officers to talk about old/new business
- EX) Treasurer talks about upcoming fundraisers
- Getting feedback from members on recent events
- Hold a Service Event after the meeting!

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## lientenant gavernor

- Your lieutenant governor is possibly the most important resource you have access to! They have a network that extends to the entire California-Nevada-Hawaii District and beyond!
- Keep in mind that they have gone through hours of training on how to lead their division as well as experience from past positions.
- If you have any questions, please don't hesitate to contact them! They will be glad to respond to any questions you may have! Here are some ways you can contact them.
- Email: All LTG's for CNH have the same email formatting. Replace the \#\# with your division number. [d\#\#.Itg@cnhkeyclub.org]
- Social Media: Many LTG's run their division social media so if you cannot get ahold of your LTG try sending them a message through their division accounts.
- Phone: Many LTG's have posted their phone numbers during division events. With their permission, texting your LTG may be a great resource for quick communication.


## advigor

- When thinking about advisors, know that they are there to support you. Unlike your LTG or other Key Clubbers, your advisors have years upon years of experience under their belt. - Especially if they've been an advisor for many years, they likely have come across any problems that you may be dealing with.
- Email: Most advisors will have an active email for communication. This will most likely be the best method of communication for most advisors.
- 3rd Party Apps: Your advisors should always be in any KC official group chats you have!


Platforms are a great way to communicate with your members! Find the best platform that works for you and your members as well as something that is not restricted by your school district. Generally it's best to use a variety of platforms that all serve different and or overlapping purposes. For example, Remind may be used to quickly communicate to those who are already within your group while Instagram is more used for general and public announcements to followers as well as others who are not within your group.

Some platforms that may suit your needs!


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RECOCNHIN

## automatic

- District Tree: $100 \%$ on-time MRF Submissions
- Kiwanis Family: Have 21 or more events with Kiwanis
- Achieved Increased Membership: Increased membership by $25 \%, 50 \%$, or $100 \%$
- Retention: Managed to retain membership from the last term
- Early-Bird: Pay dues by November 1st
- UNICEF: Donate $\$ 250$ or more to UNICEF


## annulal achielement report

- Annual Achievement Report: International system of recognizing distinguished (>148) and diamond distinguished clubs (>178) for going above and beyond in service
- Several criteria including: Service projects, service hours, service fundraising, Key Club administration, club membership, leadership development, and Kiwanis Family involvement
- Guide on how AAR is determined can be found here
- A checklist to see the progress of your club can be found here
- AAR is automatically calculated in your club's MRF in the Annual Report Tab
- Information from your monthly tabs are automatically inputted into the calculations that decide your AAR Score
- Make sure that everything on your monthly tabs is up to date
- Distinguished and Diamond Distinguished clubs are given recognition during DCON and ICON


## TAB \#6 | ANNUAL ACHIEVEMENT REPORT

If each monthly report is completed and certain prompts are appropriately answered, you will only need to complete one final task for this report.
Please note: Some cells (responses) will not be completed until certain input from specific months are provided (i.e. membership).

1. Club Reports: Respond to to the prompt regarding submission of the MRF

## Club Info Tab Transfer


$\qquad$ (Auto)
Division
$\frac{\text { Input }}{\frac{\text { (Auto) }}{\text { Zip Code }}}$ $\frac{\text { Region Input }}{\text { (Auto) }}$ Phone
$\frac{\text { (Auto) }}{\text { School Address }}$

City State

## Part Three: Scoring for Distinguished Club / Diamond Level Distinguished Club

| Part One: A |  |  |  |  |  |  |  |  |  |  |  |  | Part One: B |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 5 | 1 | 1 | 2 | 4 | 1 | 1 | 3 | 1 | 1 | 1 | 2 |  | 2 | 2 | 2 | 1 |
| la | 1b | Ic | 1d | 1 e | 2 a | 2b | 3 | 4a | 4b | 4 c | 5 a |  | 1 | 2 | 3 a | 3b |
| 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |  | 0 | 0 | 0 | 0 |
| Part One: C |  |  |  |  |  |  | Part One: D |  |  |  |  |  | Part Two |  |  |  |
| 2 | 1 | 2 | 2 | 1 | 1 |  | 2 | 2 | 2 | 2 | 2 | 2 |  | 50 | 60 | 20 |
| 1 | 2 | 3 a | 3 b | 4 a | 4b |  | 1 | 2 | 3 | 4 | 5 | 6 |  | A | B | c |
| 0 | 0 | 0 | 0 | 0 | 0 |  | \#DIV才 | 0 | 0 | 0 | 0 | 0 |  | 0 | 0 | 0 |


|  | Part Oner Two |  |  |  |  |  |  |  |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Section | A | B | C | D | A | B | C | TOTAL |
| Pts Possible | 23 | 16 | 9 | 12 | 50 | 60 | 20 | 190 |
| Score Earned | 0 | 0 | 0 | DIV | 0 | 0 | 0 | 0 |

Input

FINAL AAR SCORE:
\#DIV/0:


## INTRODUCTION | AWARDS

Throughout your Key Club journey, there will be tons of opportunities to gain recognition for your hard work, dedication, and passion for this organization. If you are interested in achieving any of the following awards, please feel free to contact your President or Lieutenant Governor.

## ADVISOR

Advisor of the Year (Faulty \& Kiwanis)
Marvin J Christensen

## CLUB

Club Attire
Club Poster
Club Video
Most Improved Club
Year In Review (Digital) Year In Review (Traditional)

## MEMBER

Member of the Year Sandy Nininger Talent
Member Recognition Program (Explained on next page)

## OFFICER

Distinguished President, Vice President, Secretary, or Treasurer

## SERVICE

Single Service
Major Emphasis
WEBSITE
Club Website Contest
Division Website Contest

## NEWSLETTER

Club Newsletter Contest
Division Newsletter Contest


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The Member Recognition Program, or MRP, aims to recognize members and officers who dedicate themselves to service and stay involved. There are 4 tiers you can achieve, each with higher standards. All requirements are counted from April 2023 to January 2024. Click HERE to see a more in depth explanation.

| REQUIREMENTS | BRONZE | SILVER | GOLD | PLATINUM |
| :---: | :---: | :---: | :---: | :---: |
| Dues Paid | Yes | Yes | Yes | Yes |
| Service Hours | 50 hours | 100 hours | 150 hours | 200 hours |
| Additional Requirements | 5 of 9 | 6 of 9 | 9 of 13 | 10 of 13 |
| Training Events | 2 | 2 | 4 | 4 |
| Events with Kiwanis Family | 2 | 3 | 4 | 5 |
| Interclubs | 3 | 4 | 5 | 6 |
| Division Events | 2 | 3 | 4 | 5 |
| District Events | 1 | 1 | 2 | 2 |
| International Activity |  |  | 1 | 1 |
| Articles/Visuals Submitted | 1 | 1 | 2 | 2 |
| Chair of an Event | 1 | 1 | 2 | 2 |
| Host <br> Club/Division/Region/Distric $\dagger$ Workshop |  |  | 1 | 1 |
| Club Committee Member | Yes | Yes | Yes | Yes |
| Division or District Committee Member |  |  | Yes | Yes |
| Club, Division, or District $\dagger$ Leadership Position |  |  | Yes | Yes |
| Funds Raised for PTP | \$5 | \$25 | \$50 | \$100 |

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# what counts as service? 


#### Abstract

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 wall

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


## UNICEF

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


## Thirst Project

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


## 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
- 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)

PTP/YES! Initiative Goal


# 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
Cali-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 an 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

The Event Request Form is a tool used to stay in communication with your Kiwanis Advisors whether that is club, regional, or even district. There is a variety of criteria for why you would need an ERF listed below. While it may looking intimidating, you only need to fill out one page yourself! Rules on events may vary from advisor from advisor, though be prepared to fill one of these out!

| EVENT | Permission of <br> Faculty/Kiwanis <br> Advisor(s) | Permission of all <br> INVITED SLP <br> Faculty/Kiwanis Advisor(s) | Permission of <br> Region Advisor(s) | Permission of <br> District Administrator(s) |
| :---: | :---: | :---: | :---: | :---: |
| YOUR Key Club ONLY | YES | N/A | NO | NO |
| ONE or MORE Key Clubs | YES | YES | YES | NO |
| WITHIN your Division | YES | YES | YES | NO |
| OUTSIDE your Division | YES | YES | YES | NO |
| Involves Other Service <br> Leadership Program | YES | YES | YES | YES |
| OVERNIGHT Event | YES | YES | YES | YES |





## FOR



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

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- Brighton Quintana, Division 39 Lieutenant Governor, 2022-2023
- Lina Tran, Member Development \& Education Chair, 2023-2024
- Jade Le, Division 2 North Lieutenant Governor, 2023-2024
- Sean Phu, Division 2 South Lieutenant Governor, 2023-2024

