



CNH | KEY CLUB

Protocols: Solid Business Practices, Trends

What are solid business practices and trends?

Business practices are techniques used when promoting or advertising Key Club. Their trends are certain patterns and effects expected to be produced from previous experiences. Business protocols are used in everyday life situations such as a professional company or simple commercial and their motives are to advertise, promote, and market (in this case, we will be marketing Key Club).

Why are proper protocols of solid business practices and trends important?

Adhering to solid business practices ensures there is an accurate and positive representation of Key Club. Promotion represents not only the club, division, or district, but all of Key Club International. Creating a "bad name" for Key Club could be an unintentional side effect if proper protocols are not paid proper adherence.

Additionally, these techniques establish a great first impression with new potential Key Club members, helps to recruit and increase membership, and promote Key Club to be an exceptionally professional organization.

Tips to Remember:

- ◆ While remaining professional, stay consistent in all publications and use a uniform message and brand
- ◆ Emphasize the fun points of Key Club without straying from the core values of the organization
- ◆ Energize people with a story about your Key Club moment
- ◆ Explain the perks of being in Key Club both academically and memorably
- ◆ Target problems the general public may be encountering directly
- ◆ Try to personally relate and reflect on a person's opinion, whether you agree or not





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KEY Resources to Utilize

- ◆ Posters:
 - ◆ Hang them up around the school or community to promote Key Club, socials, and fundraisers to the general public
- ◆ Flyers:
 - ◆ Handing out a flyer helps people remember more and establishes a deeper personal connection
- ◆ Pamphlets:
 - ◆ Provides detailed information on an explanation of the organization and different global accomplishments we helped make possible
 - ◆ Create personalized templates online (ex.: individual clubs) or find some that are made for CNH
- ◆ Newsletters:
 - ◆ Offers a closer look to what is done on a monthly basis
 - ◆ Could be utilized in numerous ways to encourage a more spirited, active, and involved bunch
- ◆ Videos:
 - ◆ Quick and useful resource when marketing
 - ◆ Create your own video to establish a more personal and effective connection to appeal to the majority in your respective area
 - ◆ Different videos are produced by key Club International and CNH Key Club that are available for use
 - ◆ Plus, it is super fun and could be submitted to participate in a video contest!
- ◆ Social Media:
 - ◆ Extremely useful tool to reach high-school students when used appropriately
 - ◆ However, many students do not have certain forms of social media so be inclusive!