

Protocols: Solid Business Practices, Trends

What are solid business practices & trends?

Solid business practices are techniques to utilize when promoting or advertising Key Club, and their trends are certain patterns and effects expected to be produced from previous experiences. In general, these techniques and patterns are used in many situations of everyday life. Be it a professional company or a simple commercial, the motives for these practices and trends are always to advertise, promote, and market something. In this case, we will be marketing Key Club.

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

It is extremely important to adhere to the proper usage of solid business practices and pay attention to trends to ensure that there is an accurate and positive representation of Key Club as a whole. Every time Key Club is promoted—no matter what level it be on—that promotion is representing not only the club, the division, or the district, but all of Key Club International. Creating a “bad name” for Key Club could be a possible unintentional side effect if the proper protocols are not paid proper adherence.

In addition, these techniques are very helpful in establishing a good first impression with future potential Key Club members. Not only will the correct usage of this information help to recruit and increase membership, it will also promote Key Club as a whole to be an exceptionally professional organization.

Tips to Remember:

- ◆ Stay consistent in your publications and use a uniform message and brand while remaining professional!
- ◆ Emphasize the fun points of Key Club without straying from the core values of the organization.
- ◆ Energize people with a personal story of your Key Club moment. (Ex.: My Key Club moment...)
- ◆ Discuss perks of being in Key Club both academically and memorably. (Ex.: Key Club can help with applications, but it can also change your life!)
- ◆ Target directly to problems the general public may be encountering. (Ex.: Not enough hours, too much time doing nothing... etc.)
- ◆ Try to personally relate to the person and reflect on their opinion, whether or not you agree.

KEY Resources to Utilize:

- ◆ Posters:
 - ◆ Posters are very useful for hanging up around the school and community to promote to the general public not only the existence of Key Club but also about events like socials and fundraisers.
- ◆ Flyers:
 - ◆ Flyers are a more personal form of informing others a general idea of Key Club than posters, given that they are personally handed out from person to person. Personal contact helps people remember more than simply seeing a sign.
- ◆ Pamphlets:
 - ◆ Pamphlets are very insightful in that they provide detailed information on what Key Club is and the global accomplishments we have helped make possible. There are templates online to create more personalized ones (ex.: individual clubs), but there are also some that are made for CNH in general.
- ◆ Newsletters
 - ◆ Newsletters can be spread to give a closer look to what Key Club does on a regular, monthly basis. They could be utilized in ways to encourage people to be more spirited, active, and involved.
- ◆ Videos
 - ◆ Videos are very easy to use when marketing Key Club because they are quick and get the point across. Many videos will be already produced by Key Club International or by CNH Key Club. Creating your own Key Club video may be more personal and therefore more effective in appealing to the main demographic to your respective area. (Not to mention, it is super fun and it could be submitted to participate in a video contest!)
- ◆ Social Media
 - ◆ When used appropriately, social media can be an extremely useful tool to reach the common demographics of high-school students. However, this is not always functional, as there are many students who do not have certain forms of social media and therefore will not be reached. It is important to remain inclusive!