

KEY CLUB OFFICERS

2017
2018

Be the

EDI-
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July

- 5–9 Key Club International convention
- 17–24 Leadership conference

September

- 15 Fall mailing sent to clubs
- 16 Nickelodeon's Worldwide Day of Play

October

- 1–31 Trick-or-Treat for UNICEF
- 15 Youth Opportunities Fund grant application deadline
- 28 Kiwanis One Day
- TBD Legacy of Play Contest – Each October, Landscape Structures hosts its Legacy of Play contest. Be on the lookout for more information.

November

- 1 Early bird deadline for dues
- 3 Advisor Appreciation Day
- 1–30 Kiwanis Family Month
- 6–10 Key Club Week
- 17 Prematurity Awareness Day

December

- 1 Final deadline for dues
- 31 Trick-or-Treat for UNICEF donations due in order to receive recognition

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January

- 5 Key of Honor nominations due

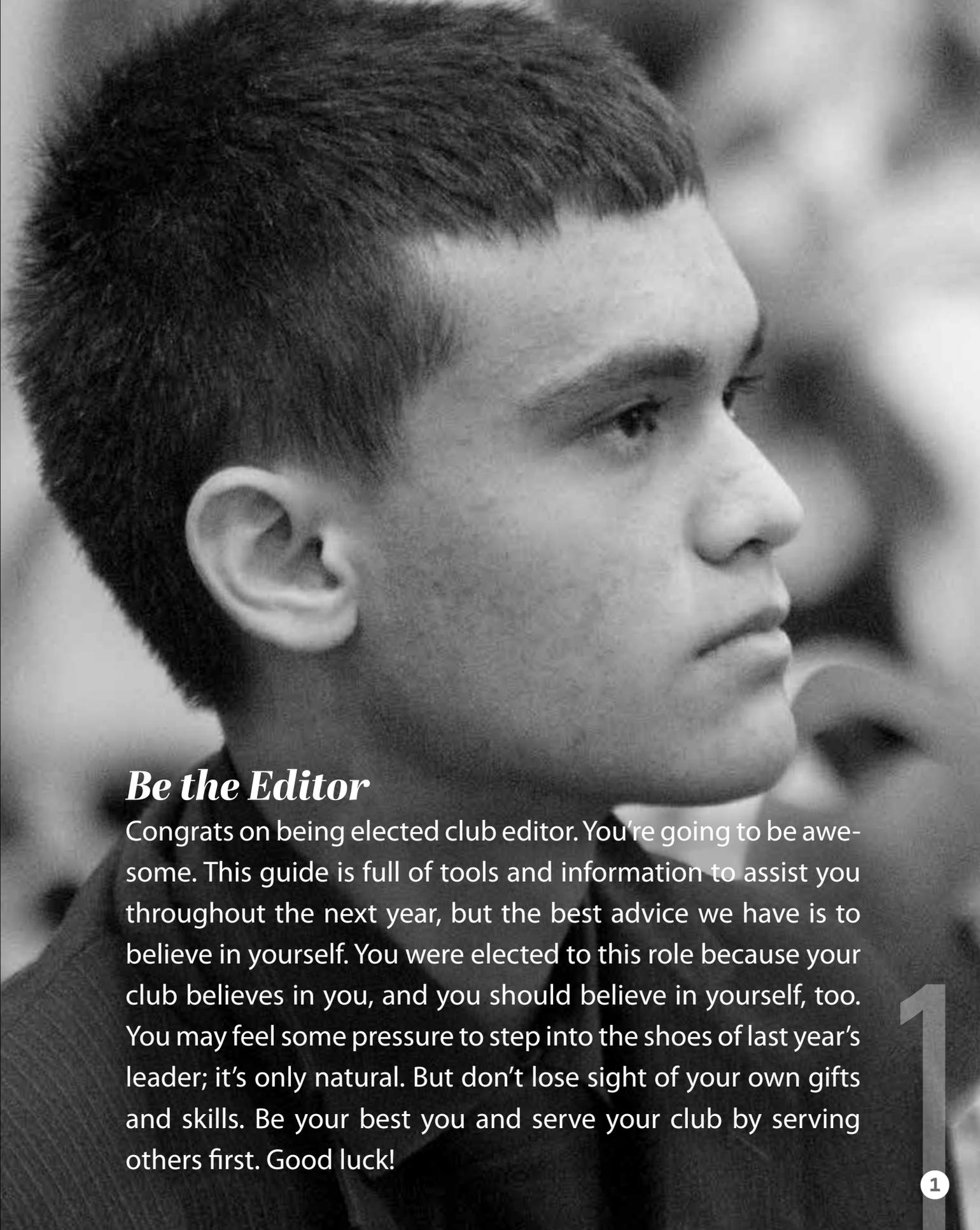
February

- 1 Unpaid clubs become suspended
- 1–28 Officer elections
- 1–28 Submit annual achievement report before your district convention. (keyclub.org/districtconventions)

March

- 15 Officer training mailing sent to clubs
- TBD National Pancake Day – Start looking in November for the announcement for this year's National Pancake Day hosted by IHOP with benefits going to Children's Miracle Network.

Key Club important dates



Be the Editor

Congrats on being elected club editor. You're going to be awesome. This guide is full of tools and information to assist you throughout the next year, but the best advice we have is to believe in yourself. You were elected to this role because your club believes in you, and you should believe in yourself, too. You may feel some pressure to step into the shoes of last year's leader; it's only natural. But don't lose sight of your own gifts and skills. Be your best you and serve your club by serving others first. Good luck!

Official duties

Your Key Club will be as strong as your officer team, and that team is designed to empower each officer to carry out his or her own duties. When your officers work with one another, the team's success will take precedence over individual success. Below is a list of official duties related to your position, but feel free to add to it based on the needs of your club.

Done is better than perfect.

SHERYL SANDBERG

Send articles to the district publication and Key Club magazine regarding projects and new ideas from your club. Be sure to include photos.

Post signs, posters and banners announcing meeting dates, projects and any type of Key Club promotion at your school and in the community.

Make public-service announcements, contact local press, send articles and photographs to community newspapers and radio stations.

Produce a monthly newsletter to members providing the following information.

- Important dates
- Upcoming events
- Officer information
- Meeting schedule
- Service project dates and information
- Review of completed projects
- Committee updates
- President's message
- Major Emphasis information
- District project information
- Reminders
- Dues update

IMPORTANT NOTES

- 1** Each 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.
- 2** Refer to your school or organization policies or rules prior to creating a website and social media accounts for your Key Club.

Checklists



weekly

ATTEND ALL CLUB MEETINGS WITHIN THE CLUB, AND THE CLUB OFFICER-TRAINING CONFERENCES WITH THE LT. GOVERNOR.

POST A CALENDAR OF EVENTS TO PUBLICIZE MEETINGS.

MAKE MORNING ANNOUNCEMENTS TO PROMOTE PROJECTS AND MEETINGS.

MAKE POSTERS, SIGNS, AND BANNERS TO PROMOTE PROJECTS AND MEETINGS.

TAKE PHOTOS AT MEETINGS AND EVENTS.

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NOTE TO SELF

monthly

ATTEND CLUB BOARD OF DIRECTOR'S MEETINGS.

ATTEND KIWANIS CLUB MEETINGS AND PROVIDE UPDATES ON CLUB HAPPENINGS.

UPDATE THE CLUB WEBSITE OR SOCIAL MEDIA PAGE, IF THE CLUB HAS ONE.

PRODUCE A BIMONTHLY OR MONTHLY NEWSLETTER.

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NOTE TO SELF

annual

RECEIVE ALL MATERIALS FROM PAST CLUB EDITOR.

SAVE ALL PUBLISHED NEWSLETTERS, SIGNS, CALENDARS AND BANNERS AS A REFERENCE.

TAKE PHOTOS AND DOCUMENT CLUB EVENTS, MEETINGS AND OVERALL WORK.

MAKE A SCRAPBOOK TO BE ENTERED IN DISTRICT AND INTERNATIONAL CONTESTS.

PUBLICIZE MEETINGS BY POSTING FLIERS AND KEY CLUB POSTERS.

SET UP A FILING SYSTEM FOR THE INCOMING CLUB EDITOR.

ASSIST IN TRAINING THE EDITOR-ELECT.

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NOTE TO SELF

Suggested reporting timeline for club newsletters and publications

May-June-July

- New board member names and email addresses
- District convention highlights
- Information on the Major Emphasis (ME)
- New lieutenant governor and board information
- Key Club International convention review and registration
- Farewell to past officers and members
- Promote Key Leader events and other leadership development opportunities

August-September-October

- Information on fall mailings
- Key Club International convention highlights and introduce the new Key Club International Board representative
- Fall rally and/or officer training conference promotion and summary (if applicable)
- Dues information
- District project explanation and tips to help
- Preferred charities information

November-December-January

- Key Club Week and the planned activities
- Holiday service projects
- District convention promotion (include site, dates and costs)
- Fundraising ideas

February-March-April

- Club elections
- District convention preview
- Lieutenant governor and district executive board election results
- Key Club International convention promotion



Be the Promoter

As the editor, you also act as your club's public relations ambassador. Good public relations strategies can help your club recruit new members, improve your school and community image and keep members engaged.

That means public relations matters inside and outside your school. When publicizing your club and/or events within the school:

- Be creative, so you make sure your message isn't lost;
- Be inclusive in your messaging on fliers and posters—encourage as many people as possible to take an interest; and
- Promote the club by giving each member talking points to keep a consistent message about the what and why of joining your club.

Outside your school, an important aspect of public relations is to connect with local media outlets such as newspapers, radio stations and television stations.

- The first step is to make a phone call or send an email. Prepare a brief description of Key Club and Kiwanis, unique facts about your club, number of members, service projects and contributions to local and global causes.
- Create a simple club fact sheet to use when reaching out. You might work with the club secretary to create and consistently update such a document.
- Best practice encourages persistence, professionalism and politeness. Always include your contact information when sending out any information or press release. And follow up! In fact, don't be afraid to ask questions regarding the process for getting coverage. Your first attempts may not earn much, but they may be the first step to relationships with journalists or community members who turn into your club's allies.

For more ideas and information, check out Key Club public relations tools at keyclub.org/prtools.

Leadership is the art of giving people
a platform for spreading ideas that work.

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Official brand assets

Download the complete Key Club Brand Guide at keyclub.org/brandguide.



CMYK
100 / 70 / 0 / 40



CMYK
97 / 80 / 20 / 16



CMYK
56 / 38 / 22 / 0



CMYK
100 / 0 / 0 / 0



CMYK
2 / 31 / 100 / 0



CMYK
0 / 17 / 80 / 0



CMYK
0 / 61 / 97 / 0



CMYK
28 / 86 / 100 / 27



CMYK
60 / 23 / 91 / 5



CMYK
29 / 0 / 100 / 0



CMYK
24 / 13 / 98 / 0



CMYK
30 / 56 / 100 / 37



CMYK
0 / 100 / 79 / 20



CMYK
38 / 88 / 0 / 0



CMYK
0 / 100 / 0 / 0



CMYK
0 / 100 / 100 / 0



CMYK
0 / 0 / 0 / 100



CMYK
0 / 0 / 0 / 80



CMYK
0 / 0 / 0 / 50



CMYK
0 / 0 / 0 / 30

Key Club color palette



Key Club seal



Key Club wordmark

Myriad Pro

Garamond Premier Pro

Abril Display Extra Bold

Key Club typefont families

In publications and presentations, an optional display font can be used for text such as pull quotes and title slides. Remember, display fonts work best when they're not overused. (Rule of thumb: no more than about 10% of the entire copy.) Our suggested display font, Abril Display Extra Bold, is shown in the Key Club Brand Guide. However, using a display font that's not in the brand guide will not result in point deduction for anyone applying for a distinguished officer award.



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