

Protocols: Importance of Consistency of Message

It is important that the messages from Key Club convey a high level of consistency especially since Key Club is an international organization. The District has provided methods to maintain a consistent message that promotes the ethics of Key Club.

Importance of keeping a consistent message within Key Club:

- **Clarity** – Key Club, being an international organization, must provide a consistent message that makes the purpose and intentions of Key Club clear.
- **Repetition** – The repeated actions and words from Key Club supports a consistent message and when repeated enough, that message begins to directly associate to Key Club in the minds of others.
- **Publicity** – Conveying a consistent message allows Key Club to effectively share awareness to causes such as Pediatric Trauma Program and the Eliminate Project.
- **Unity** – Providing a consistent message gives a sense of unity to all members of Key Club.

Ways to maintain Key Club's message consistently:

- Provide service to the community to share Key Club's message of service.
- Use Graphic Standards, the guidelines for all Key Club visual documents, which forms a common trademark expressing unity and professionalism.
- Attend Key Club training workshops to develop leadership and gain valuable knowledge.
- Be positive and spirited to show the Key Club spirit all members share.
- Use inclusive tools of communications such as email, phone call, or in person.
- Invite non Key Club members to service projects and other events to share what Key Club has to offer.
- Tell an inspiring Key Club moment to others so that they may also become inspired and motivated as Key Club members.
- Communicate respectfully and appropriately especially with advisors to maintain professionalism when speaking.

Remember to use these Key Club principles when expressing the message of Key Club:

Key Club Motto

– Caring, Our Way of Life

Core values of Key Club

– Leadership

– Character building

– Caring

– Inclusiveness

What are the consequences when there is no consistency of message?

- People may be confused and not understand the significance of what Key Club does.
- Key Club could be unrecognizable if Graphic Standards are not used.
- People may associate a certain idea to Key club that is false.