



The Key Club Build-Up Plan

**Follow the 3-step process: Plan,
Promote, and Put into Motion**

Plan

1) Charter a new Key Club:

- a. If you do not have a Key Club and are just beginning to interest yourself in the organization, you must charter a Key Club at your school.
- b. In order to see a step-by-step process on how to charter a Key Club, please follow the Chartering Toolkit (linked below) to make your club a reality:
<http://www.kiwanisone.org/Pages/Resources/default.aspx?PageID=375>

2) Contact your local Kiwanis:

- a. All clubs must have a sponsoring Kiwanis club and Kiwanis Advisor. Consult the Kiwanis Club list at <http://www.floridakiwanis.com/zones/clublist.asp>.
- b. Once you get in touch with a local Kiwanis Club, be sure to actively participate in Kiwanis projects and meetings. Kiwanians are a great source of advice and support for your club.

3) Elect a Board of Directors:

- a. It is very likely you will need help in beginning any club out there not the least of which is Key Club. However, do not look just amongst your friends for potential new officers, find officers who have a history in service, love their communities, and are highly excited by the prospects of a Key Club at your school!
- b. When electing officers, do so properly. Conduct an election for your Officers and Directors: President, Vice President, Secretary, Treasurer, Editor, and Class Directors from each grade.

4) Hold Planning Meetings:

- a. Summer Board Meetings, held before school starts, are keys to success in Key Club.
- b. Be sure to discuss every aspect of the new club: a calendar of events and meetings, a budget, officer requirements, involvement in the district and division, and first meeting planning.
- c. Throughout the year, be sure to hold regular, at least monthly, board meetings to discuss all of the happenings within the club.

Promote

1) Get your name out in posters, announcements, and banners:

- a. Be early in ordering posters and making announcements that sponsor your club. The information found [here](#) can help you in ordering completely free recruitment tools from Kiwanis International!
- b. **BE PRESENT EVERYWHERE!** Reserve tables for your school's freshman orientation, have posters in classrooms, be very boisterous about your club!

2) Hold Membership Drives:

- a. Membership Drives are events or presentations done by your club where you can sign up new members. Such drives can take place at heavily promoted service projects or even in front of the school courtyard; they are just meant to gain you new contacts and members.
- b. Do your best to hold membership drives throughout the year and especially at the beginning of it. When interested freshmen walk in through the school doors, they should already be on your contact lists!

3) Make sure people know exactly what Key Club is:

- a. There are so many ways to sponsor Key Club that the list just does not end about what you can publicize!
- b. Be sure that people understand we are an international service and leadership development organization...**NOT A KEY-MAKING ONE!**
- c. Some possible points you can make at a membership drive include: Key Club is the largest and oldest student-led organization in the world, home to over 260,000 members in over 30 countries, an incredibly prestigious organization that looks amazing on college applications, and an organization that prides itself on its motto—"Caring-Our Way of Life."

4) Hold a Fantastic First Meeting:

- a. Be sure to plan for your first meeting as early as your Summer Board Meetings because it is at this meeting that you will make a first impression as a Key Club.
- b. At your first meeting, try to make the atmosphere fun and exciting! Bring in videos or even a guest speaker! Also, utilize icebreakers and energizers!
- c. Reach out to your Lieutenant Governors or Kiwanis Advisors as they will certainly like to participate! Do your best to show to prospective members how Key Club is an INTERNATIONAL organization, and a future Lieutenant Governor may be sitting in that very room.
- d. In order to get a whole list of tips on how to plan a successful meeting, look here: <http://floridakeyclub.org/dlid=189>.

Put into Motion

1) Hold many service projects of a large variety:

- a. Be sure to start off the year with a multitude of service projects. Your new members must understand that they are a part of a club of high standards in service.
- b. Partner up with other organizations to help you with your projects; do not forget that your Kiwanis Club can also be a huge asset for support.
- c. For tips on how to plan the best events, read this:
<http://floridakeyclub.org/dlid=190>

2) Get involved with Major Emphasis and The Eliminate Project:

- a. Key Club has areas of Major Emphasis that partner with select organizations and charities in order to impact the lives of children. For more information on Major Emphasis, click [here](#).
- b. The Eliminate Project is an international initiative run by Kiwanis International and UNICEF to combat maternal and neonatal tetanus, a disease which kills 1 baby every 9 minutes! Key Club has made it one of its primary objectives to fundraise for The Eliminate Project through 2015. For more information on this campaign, and how your club can contribute, go to <http://www.theeliminateproject.org>.

3) Get your club involved within your division:

- a. Your Key Club is a part of the Mighty Mighty Florida District, the oldest and second-largest district in ALL of Key Club International!
- b. Every month, your Lieutenant Governor should be sending you newsletters that you can send out to members. Also, they should be holding Divisional Council Meetings (DCMs) that discuss all of the happenings in the District, your division, and Key Club. These meetings are fun, service-filled, and a perfect way for your members to acquaint themselves with Key Club at higher levels!

4) Have members attend KCKC, SZR, DCON and ICON:

- a. Along with DCMs, these district-level events prove how far your club has come with member involvement and are vital to expanding your members' views of Key Club!
- b. KCKC is the Key Club Kick-Off Conference, and it should be held within your zone at the beginning of the school year to introduce new members to Key Club and show off the new District Board. Spring Zone Rally is where Lieutenant Governors are elected, a zonal event that takes place after Winter Break.
- c. District Conference (DCON) and International Convention (ICON) are the two most groundbreaking events you would want to attend as it is at these events that the Florida District and Key Club International show off all of their glory. It is at these events that the District and International Board members are elected, and a new Key Club year is begun!