

KEY CLUB®

recruitment
IS THE
KEY



KEY CLUB

Recruitment is the key...

...to a stronger club

...to a better membership experience

...to more service!

November is a time for strength

This month means more than just classes, meetings and projects. November is Kiwanis Family Month, one of the largest celebrations of service in the world. In these thirty days, members of all branches of the Kiwanis family are encouraged to reach out to their inter-organizational counterparts to take on projects and events otherwise impossible. This month is all about the strength of service leaders when they band together—and so is the week that begins it.

Kick off Kiwanis Family Month with a bang—celebrate Key Club Week!

The first week of Kiwanis Family Month is devoted to one of its largest and most energetic branches, Key Club International. During the first week of every November, Key Club members from around the world showcase their dedication to leadership, character-building, caring and inclusiveness. In doing so, they've made this week into Key Club's top membership recruitment event—and strengthened our organization *and* its commitment to caring service.

There is strength in numbers.

So here's how to get your numbers up:

There are hundreds of ways to celebrate Key Club Week at your school, but to help out, we've listed a few top ideas in this guide. Take the suggestions for each day as they are, add your own twists or generate your own unique ideas; Key Club Week at your school is all about what works for you. Just remember, whether it's numbers, strength, experience or service you're looking for, ***recruitment is the key!***

Learn more about Key Club Week at www.keyclub.org/keyclubweek.

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SHOW your **K** in every **WAY** monday

Sometimes the only way to convince a person of Key Club's greatness is to show them what it's really all about! On Monday, go beyond just wearing your club's shirts and strive to *really* show your **K in every way!**

CLUB LUNCH BOOTH

Materials needed:

- Key Club wares (club shirts, scrapbooks, etc.)
- Informational materials (brochures, magazines)
- Candy and giveaways
- Cards with meeting dates and times
- A few volunteers

What to do:

1. During lunchtime, decorate a table with anything relating to Key Club.
2. Set out informational materials and candy.
3. Let students come up and ask about Key Club. Engage everyone in conversation and let them know what Key Club is truly about—and how they can get involved!

Helpful hints:

- Playing music or having an icebreaker nearby will draw bigger crowds.
- Post fliers around the school or pass out invitations to spread the word.

KEY TAGS

Materials needed:

- Blank nametags or large labels
- Colorful markers and ribbons
- Plenty of Key Clubbers

What to do:

1. Decorate your nametags and add the phrase "Ask me about Key Club!" on each one.
2. Ask Key Clubbers to wear them around all day, answer questions and personally invite more members to your club meetings and activities.

Helpful hints:

- When walking around the school, try taking a route you don't normally take. This can open up new opportunities to run into different groups.
- Be very intentional with your sticker—make sure everyone can see your message. Stick it to your books, your bag, even your forehead!

WHEEL OF SERVICE

Materials needed:

- Foam board
- Construction paper
- Glue
- Paint or markers
- KC Trivia questions
- Candy or giveaways
- Brad pin (the pin used on manila envelopes)

What to do:

1. Construct the wheel
Draw a giant circle on the foam board and split it into sections (like a pie). Decorate each slice with paint, glue, markers, etc. Slices can be made for trivia questions, prizes or for invitations to the next meeting. Create an arrow and attach it to the board using the brad pin.
2. At lunchtime, approach your classmates and ask them to spin the Wheel of Service.

Helpful hints:

- This is not the time to be shy! Your Wheel of Service is the perfect opportunity to practice inclusiveness—don't let anyone miss out on the fun.
- Make sure your "treat" or "prize" slices are smaller than the others. This will give you more opportunities to discuss Key Club with your "contestants."
- An elaborate wheel will bring more people—don't skimp on the decorations.
- Make the answers to your trivia questions both positive and slightly difficult. They should arouse a contestant's interest while facilitating further conversation about Key Club International.

Kudos to the KEY PLAYERS tuesday

Your club can only be as strong as the members, officers and advisors that keep it going. To thank these valuable people for all they do for Key Club and for the children of your community, devote a day during Key Club Week to show them that they're much appreciated—give **kudos to the Key players**.

STAFF APPRECIATION BANQUET

Materials needed:

- Items necessary for invitation-making
- Serving utensils and dishes
- Banquet space
- Key Club members

What to do:

1. Create invitations specifying a time and place to honor your school's staff with a banquet.
2. Ask each member of your Key Club to prepare a large quantity of one dish to bring to the banquet.
3. On the day of your event, create a buffet-style arrangement and let teachers walk through to serve themselves breakfast, lunch or dinner.

Helpful hints:

- This project may come with plenty of restrictions. Check with your school's principal beforehand to make sure it's okay to serve homemade food.
- Spruce up the place! Adding just a few tablecloths and decorations from the dollar store can really make the atmosphere more inviting, and it will show your staff you're willing to go the extra mile for them just like they do for you.
- Prepare enough food! Always plan on serving more people than you think will attend.
- If your school has a home economics or cooking classroom, see if its teacher would allow your club to utilize the appliances there. Stationing Key Clubbers there to cook or warm up food and wash dishes will ensure your event goes smoothly.
- This type of banquet may be most easily accomplished at lunchtime, but it can be done whenever you can gather teachers and club members!

KUDOS COUPONS

Materials needed:

- Note cards or construction paper
- Staples
- Markers or a computer and printer with colored ink

What to do:

1. On each note card or square of construction paper, write or print the word "KUDOS" in big letters.
2. Below "KUDOS," write "When you have a chore, call on Key Club. Consider this a thank you for being one of our Key Players!" or a similar sentiment.
3. Staple three to five of these "kudos coupons" together and distribute a booklet to each person you consider to be a Key Player for your club.
4. Honor your commitment! Each time a recipient has a big project, he or she should tear off one of the kudos coupons and exchange it for the service of the members of your Key Club.

Helpful hints:

- A little creativity goes a long way with your coupons. Take your time on these valuable slips of paper.
- Be sure to include contact information for your club's officers and advisor on the back of your card to make redeeming the coupon as easy as possible.
- If your club's service has any limitations or restrictions, be sure to note them on your coupon; the last thing you want is a disappointed Key Player!

Kudos to the KEY PLAYERS, continued

MYSTERY TREAT BAGS

Materials needed:

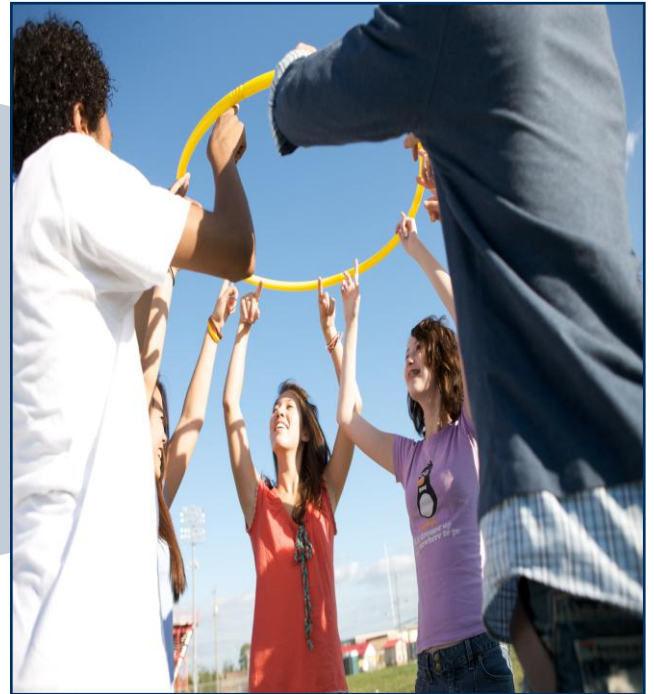
- Clear goody bags and ties/ribbons
- Candy or cookies
- Construction paper or colored note cards
- Hole punch

What to do:

1. Create short notes that say, "Thank you for being a Key Player!" from your note cards. Punch a hole in the corner of each.
2. Fill goody bags full of candy and/or cookies.
3. Tie the tops of the treat bags and attach the cards.
4. Anonymously leave your goody bags in the classrooms, lockers, etc. of your club's Key Players.

Helpful hints:

- Stuff your goody bags full, but put more effort into the card because the recipient can keep it.



KEY CHOIR

Materials needed:

- Your school's choir or a musically inclined group of Key Club members
- Paper crowns (think Burger King®)
- Paint and brushes
- Cards

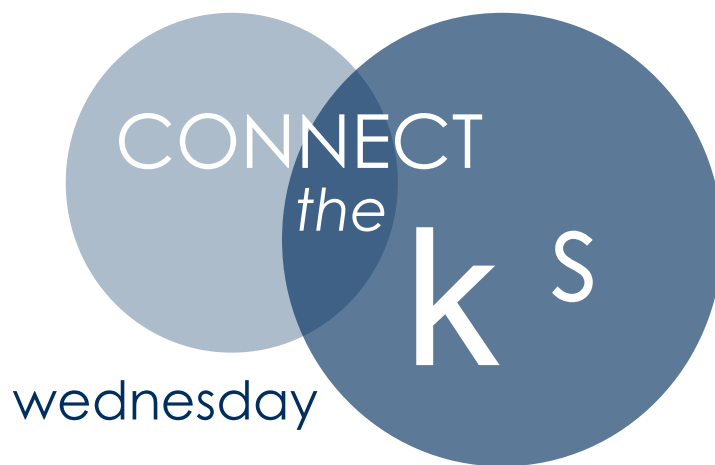
What to do:

1. Ask your choir (and its teacher) or a group of your Key Club members if they'd be willing to sing for your Key Choir project.
2. Paint over any previous designs on your paper crowns using acrylic paint (washable won't cover well). Use a thin paint brush to paint sayings like "Thanks!" or "We appreciate you!" or "Key Player" on each crown.

3. Write a personalized card for each of your Key Players, thanking them for the work they've done for your club. Get all of your members to sign it.
4. During a class period, have a group of singers walk around with your club officers to every room with a Key Player inside.
5. Crown each Key Player while they're serenaded with thanks. Don't forget to pass along their card!

Helpful hints:

- Be sure to get your school principal's permission before planning and carrying out the project.
- Pick an easier song that gets across your message of thanks well.
- Choose relatively few Key Players and a relatively easy song as to not take up *too* much class time.



The Kiwanis family is a network of service-minded individuals that is unmatched by any other organization. By harnessing the power of elementary, middle, high school and college students, and joining their collective efforts with those of adults of all abilities, we've created a force that will forever change our world. To be truly effective, though, we must learn to **connect the K's**. This Wednesday, try to go beyond just a short presentation at your local Kiwanis-family club's meeting:

QUILTS FOR KIDS

Materials needed:

- Key Club and other Kiwanis-family members
- Swatches of fabric or several yards of material
- Needles, thread, yarn, scissors and other knitting/sewing essentials
- A large space

What to do:

1. Break into Kiwanis-family groups with at least one member from each represented branch.
2. Distribute quilting materials to each of the teams and designate one timer for the group.
3. Teams should race to quilt the most blankets in 1-2 hours. The blankets can later be donated to local shelters or families in need.

Helpful hints:

- Try to get all of the necessary materials donated. You may be surprised by how supportive your local storeowners will be.
- If you're short on time, making blankets out of large pieces of fleece is a quick and easy alternative. Cut strips around all the edges of two pieces of fleece and tie the two pieces together.
- Is your Kiwanis family not so quilt-y? Kits can be ordered online at www.quiltsforkids.org.

DIME WARS

Materials needed:

- Several high-traffic sites, like a grocery store or mall
- Several long tables
- Several large canisters (empty boxes or water jugs are ideal)
- March of Dimes promotional materials

What to do:

1. Pick your Dime Wars locations and set up a March of Dimes promo table at each. Each branch of your local Kiwanis family can be responsible for one location.
2. Collect pocket change from passers-by.
3. Count your take. Here's the catch: The winner will be determined by total *points*, not cash. In this game, 1 cent = 1 point, but only dimes are positive points. All other denominations are negative, so one dime and one penny is equal to nine points (+10 -1).

Helpful hints:

- Be sure to get the okay from the owners/operators of each of your locations.
- Don't be afraid to approach people and let them know you're in a competition!
- Once you've won, use your bragging rights wisely. Re-matches are always welcome.

Bring A friend TO KEY CLUB

thursday

Not surprisingly, Key Club's number-one membership growth tool has also become the central force of its week. Friendship, as we've found, is the number-one reason new members join us in service. When Key Clubbers share their unique experiences with their many friends and acquaintances, they bring in new recruits by the thousands, and the quickest way for members to *show* prospects what Key Club is all about is to bring them to a meeting or project. This Thursday, pledge to do just that: **bring a friend to Key Club.**

YOU'VE BEEN CLUBBED!

Materials needed:

- *You've been Clubbed!* template, page 8.
- Current and prospective Key Club members

What to do:

1. Print plenty *You've been Clubbed!* cards, making sure to include your meeting information on the back.
2. Distribute cards to the members of your Key Club and have them disseminate them throughout your student body.
3. Plan a special, exciting meeting for the date you've included on your cards to show all the interested prospects how great Key Club membership can be. Don't forget to also cover the basics, like "What is Key Club?" and "What's in it for me?"

Helpful hints:

- Be sure to fill out the back of the *You've Been Clubbed* card with correct necessary information.
- Get as many Key Club members as possible involved with the project.
- A fun variation: Instead of having members distribute your *You've Been Clubbed* cards, tape them to the bottom of random desks at your school and get participating teachers to ask their students to check below their desks. This will add a sense of "winning" to the invitation to Key Club.
- An elite variation: Let members and officers nominate those who will be "clubbed," and distribute more personal invitation cards to those nominated individuals.





front

KEY CLUB

You've been clubbed by the officers of your Key Club!

Key Club International is the world's oldest and largest service-leadership organization for high school students. Key Club members do the impossible each year, devoting twelve million hours to service and donating millions to charity. Now **you can be a part of the world-changing organization.** Please join us for our next meeting to learn what you can do for our community through our club, and what Key Club can do for you!

JOIN US to find out more...

The Key Club of _____ meets _____.

Time _____ Location _____

www.keyclub.org/belong

back

your way friday

Cap a great week of caring **your way**. What best signifies your club? A project? A social event? A club meeting? Make Key Club Week your own by finishing it off with a personal touch. Remember to report all your great, newsworthy ideas to Key Club International at www.keyclub.org/contact.

Not sure what to do? **Promote The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus!** Kiwanis International and UNICEF are joining forces to eliminate maternal and neonatal tetanus, a deadly disease that steals the lives of nearly 60,000 innocent babies and a significant number of women each year. Learn more and find resources at www.TheEliminateProject.org.

TRAUMA DOLLS

Materials needed:

- Fabric
- Doll cutout
- Markers
- Cotton balls
- Scissors
- Needle
- Yarn

What to do:

1. Place and fold the fabric once.
2. Using the doll cutout, trace the outline onto one side of the folded fabric with a marker.
3. Use the scissor to cut out the tracing—cut through both layers of fabric.
4. Using the needle and yarn, sew both pieces of fabric together around the edges.
5. Before you completely sew the doll, stuff the cotton balls inside the fabric.
6. After the doll is filled with cotton balls, sew the remaining edges.
7. Decorate the doll.
8. Send the trauma dolls to children in hospitals.

Helpful hints:

- When tracing the cutout, make sure to leave extra space. You don't want the doll to be small because that will make it difficult to sew the cloth pieces together.
- Make sure that the side with the tracings is on the inside and not seen from the outside.

COLORING BOOKS

Materials needed:

- Copy machine
- Pens/permanent markers
- 3-hole punch
- Yarn/string
- Paper
- Cardstock paper (optional)

What to do:

1. Using paper and a pen or marker, create multiple pictures that can be colored in by young children.
2. Photocopy these pages using the copy machine.
3. Using regular paper or the cardstock, create a colorful cover for your coloring book.
4. Use the 3-hole punch on all of the pages and front/back covers.
5. Bind the pictures together using the yarn/string with covers on the front and back of the book.
6. Send the finished coloring books to your local hospital.

Helpful hints:

- When creating designs, use a large, bold permanent marker to make pictures clearer. Avoid using small, flimsy pens.
- Be creative! The pictures you draw can range from simple to slightly more complex.
- Talk to your local art store to see if they will donate markers, crayons and/or colored pencils for your club to donate along with the coloring books.



KEY CLUB

Spread the Word Proclamation Language

Don't forget to let everyone know Key Club Week has hit your school and community! One great way to **spread the word** is to get official recognition from a city or state or from national leaders. Contact your government officials and ask about the possibility of having a proclamation drafted and signed to honor *your* club, *your* organization and *your* Key Club Week. For your convenience, we've drafted the language for an official proclamation of Key Club Week. Edit the highlighted portions to match your specific needs, and send it off to be signed!

PROCLAMATION

- Whereas: Key Club International, which is sponsored by Kiwanis International, is the largest high school service organization in the world, and is observing [WEEK] as Key Club International Week; and
- Whereas: The members of Key Club of [NAME] are part of an international organization of more than 260,000 high school students dedicated to serve, with purpose, children, their homes, schools and communities, seeking primacy to the human and spiritual rather than the material values of life; and
- Whereas: Key Club members promote the development of student leaders, positive role models, intercultural understanding and cooperation, and opportunities for fellowship, personal growth and professional development; and
- Whereas: Each member contributes his or her time, talent and treasure to his or her community and school each year; and
- Whereas: The Key Club International Major Emphasis, "Children: Their Future, Our Focus," is designed to involve Key Club members in the challenges facing young children; and
- Whereas: The service provided by the Key Club of [NAME] has a positive impact on our community and citizens.
- Therefore: I, [NAME AND TITLE], do hereby proclaim this [WEEK AND YEAR], as Key Club International Week in [CITY NAME], and hereby call upon all [CITIZENS, STUDENTS, OFFICIALS] of [NAME OF SCHOOL, COMMUNITY, ETC.] thereof to render support to the members of this organization and to make themselves aware of Key Club International, whose members this day are preparing themselves to be better, more responsible citizens as they provide meaningful service to our homes, schools and community.

In witness thereof, I have hereunto set my hand and caused a seal of [NAME] to be affixed, on this, the [DATE] day of [MONTH], [YEAR].

[NAME, TITLE]
[SIGNATURE]