



# June Board Saturday

6/12/21

■ = miscellaneous tips

■ = to do

Attendance - Division 12E, 23E, 25/27, 26 absent

## Exec Reports + Palazzolo

- Exec Role is to help each LTG help clubs - help division and district as a whole
  - Gov = coach, resource
  - Sec = keep board informed + COR with valid contacts
  - Treasurer = project ideas for fundraisers, make a difference financially, part of org when paid and receive privileges
  - Stat sec = See how they can improve w/ report system - make the reason clear to turn in MRFs
  - Editor = District bulletins, clubs to learn about other successful clubs
  - Tech chair = webmaster, informative website
- The Importance of Key Club
  - *World largest high school service organization* - opportunity to learn leadership
  - KC is unique, full of coaches, leaders, all making lives better
  - Board exists to make Key Clubs better
- **Comeback Story Year**
  - *Gentle persistence*
  - Help clubs arrive at comfort level (host meetings, paying dues, communication)
  - LTGs are link, proof, resource, backup, picture face coach ex that Key Clubs need
  - Exist to help clubs *be the best they can be*
  - First and foremost: communication
    - Can provide training to new advisors - zoom call
- Encourage clubs to register for SLC

## Lieutenant Governor Goals

- Mateo % - increase membership
- Christa D10 - encourage clubs, help them understand the importance of their work
- AJ D12W - create year long goals with president/vice prez
- Emma D17 - communication

- Eloise D18/19 - visit clubs in person
- Grace D20E - increase club membership and attend district events
- Isabel D33/36 - get 2 clubs to be active
- Megan D31/34 - communication, participate division/district events
- Lauren D29/30 - get email responses
- Shea D24 - build membership, stress communication
- Ella D23W - get 100% of CORs
- Lauren D22S - make all clubs active
- Mikayla D21S - increase social media presence for all clubs
- Drew NCB/R - committee members charter at least 1 club
- Ali DCLC - increase attendance at DCLC
- Kristine D1 - encourage more club to club interactions
- Hannah D¾ - increase communication, reactivate clubs
- Nandu D7 - recover clubs from COVID
- Emily D9E - hold fun, informative DCMs
- Andrew D9W - recover lost membership
- Ema D11 - visit and grow relationship with each club
- Sydney D14 - start a new club
- Claire D20W - reactivate all clubs
- Shreya 21N - make officers comfortable with communicating
- Zayn D22N - increase communicating within all club
- Nikhil D28 - get to know officers well

## Committee Reports

- DCLC
  - Make video in August Board
  - Revamp KNRF, more engaging presentation
  - Theme: Service Around the World (international flags decoration)
  - Thirst Project - making the wells
  - Passport with stamp for each workshop you attend
- KFam
  - Kiwanis family picnic - promoting and focusing on this one
    - Mention picnic in newsletter
  - Graphics uploaded to KFam drive
  - Rebuild contact with K Kids, Builders Club
- KNRF
  - Kiwanis Neuroscience Research Foundation

- Raise awareness through social media graphics in KNRF week
- Zoom movie nights and bingo nights
- Pura vida bracelet fundraiser
- Plan to raise 20k before DCLC
- Major Emphasis
  - Sample instagram captions and posts, easy for clubs to spread the word
  - Monetary goals will be released soon
  - Trick or Treat for UNICEF month last week being for Eliminate week
  - March for Dimes starting around Valentine's Day
- NCB/R
  - Brainstorming schools to charter
  - Creating Schools-to-charter map
  - Very big focus this year, reach out to Drew or Region representative
- Marketing
  - Each member handling own social media acc
  - Set professional expectations
  - Created Canva team for graphics

## Special Guests

- [CKI] Circle K District Governor Alyx Merritt
  - *Homecoming* - planning events for upcoming year
  - KFam picnic - Sat July 17th at Starved Rock, jungle service theme
  - Holiday embrace - Sat Jan 15th (during January meeting open to all)
  - 3 I-I KC alumni in CKI :)
- Mark Peterson
  - *Reenergize* service projects, *reinvigorate* fundraisers
  - About 25 KC did not have Kiwanis club sponsors
    - Reach out if your schools do not have a Kiwanis advisor (check COR)
  - Kiwanis district convention in August
- Lena Oswald - Register for SLC

## RFL

- Every LTG required to apply
- Upcoming RFL worknight (date on website calendar)
- successes - in person attendees, gift card incentives; weakness - hot mess, not promoting much in advance
- COR collection + advice

- Christa - stable contact, personal facetimes, create personal relationships, gentle persistence, took a lot of effort, takes time
- Sydney - set really early deadline, send many emails
- Detective research - contact through social media
- Talk to Kiwanis if having trouble communicating or receiving backlash
  - Networking at Kiwanis dinner in August
- Club president → faculty advisor → Kiwanis advisor → kiwanis club president / secretary → Kiwanis LTG
  - Involve adult committee at any time, as well as school principals
  - Contact for Kiwanis presidents and LTGs on website
- MRF submission advice
  - If aren't turned in by due date, still remind them after to do so
  - Calling advisor / zoom call to explain importance of MRF (club info)
  - Create divisional point system if you have not already, especially for new school year (ex on Google Classroom)
  - Create remind (app) group with class for each school
    - Send reminder message day of with form link + correct LTG/region email
  - Attached LinkTree on your email signature and Instagram bio
- At least 150 points in rubric, 200 points in District point system
  - Due February 1st

## 1. Newsletters / Canva Guidelines

- 2 requirements - promote Kiwanis Picnic + SLC Jun 25th registration deadline
- Changing title (issue \_\_)
- Encouraging pictures (ex June Board pictures, use social media ones)
- Resize Instagram graphics using InstaSize app
- Brand guide, looking at HEX for Canva colors - input brand colors
- Upload photo onto graphic, will give list of colors in graphic to use
- Will not find original fonts in canva, use alternatives
  - Playfair Display has to be bold
- Do not distort I-I logos or combine them with other images (ex head of a key)
- Do not put text box over logos, leave space around the logo
- can present title fonts and colors
- Attach PDF of newsletters as well as the issuu link
- Add approved newsletter PRFs in RFL google folder

## 2. Club Officer Training

- Mandatory in the fall, brainstorm date

- Send schedule google form to each club officer position to set date
- Offer group and individual officer training (guidebooks on classroom)
- Invite Kiwanis clubs to attend officer training
- Take attendance, will be submitted in RFL
- If schools trained their own officers, note that in submission

### 3. Face to Face Contact

- Try to encourage in person contact, go get food
- Need to hold 6 DCMs
- Club visits, for At larges take advantage of zoom, can log in virtually to their club meetings
  - Can attend club projects
- November LTG elections count s as face to face contact
- Attend a club meeting and present something after will count as DCM

### 4. Required Attendance

- Important dates = 100 pts (June, SLC, Aug, FLR, Jan, DCLC)
- LTG workshop training in SLC

### 5. Delegates at District Convention

- Write predicted delegates if not sure
- 2/3 of clubs have to be represented in the division
- Take screenshots of promotional emails

### 6. Dues Collections

- Keep them informed on importance, explain what they are used for
- percentage of divisional club's dues collected = points (up to 100 points)
- Answer how0 to questions, navigating website, set up call with Treasurer
- November 1st - Early Bird Dues Deadline
- consistent emails & reminders to specific clubs
- \$12 - \$5 I-I district, \$7 to international
- For individual schools put fees and dues
- Emphasize the benefits of official dues paying member
- Need membership cards/numbers to run

### 7. Club Growth

- *Meet your Mark* - take size of high school and # of current members
  - Do math to determine individual percentages
  - Confirm with advisor to see if plan is feasible
- Work with Drew and NCB/- research school pop, membership
- Come up with marketing plan to reach sophomores and juniors who did not have a normal school year

- Provide tools/resources to recruit new members that we lost in the past
- Make emails clubs can distribute to partners
- can have parent meetings to explain importance of Key Club
  - Hands on DCM/event that kids and parents can participate in
- Builders Club (8th graders) can attend meetings, increase membership
- Reach out to local service clubs, incoming freshman
- Notes in lockers to encourage Key Club involvement
- use school issued computers to promote key club events on lock screen/wallpaper
- Invite different teams, clubs to meetings
- To increase attendance, zoom + in person, after school/lunch, remind college benefit and skills
- Send a mass email to entire school with membership google form
- Set meetings for entire year ahead of time

#### 8. New Club Officer Information

- Board elections -> advisor fills out COR formstack
- Club Officer Roster: board contact information
- Each school needs to turn in one per term
- How to effectively utilize contacts
- Upcoming phone banking events to collect more CORs

#### 9. Division Wide Functions

- Bonding nights, DCMs do not count

#### 10. Communication

- Do not be shy with communication
- Find the best method of communication, mass division wide emails don't work, personal email to ex: president, advisor work better

#### 11. Monthly Reporting

- screenshot of advice for successor log and communication log sheet
- Committee chairs will also attach each of their reports to this section as well

#### Fall Leadership Rally

- zoom training conducted by exec board prior to Six Flags
- 45 min general session in person before riding rides
- Sending out more info prior to August board

#### Social Media

- Make sure to follow brand guide, Canva formatting

- Leave border space

## Budget

- Dues: \$37,500 - 7,500 paid members (goal)
- Board Member expenses - LTG expenses: \$300, NCB/R chair: \$100, Governor: \$600, other execs: \$50 each
- Board Meetings: June Board: \$7,500                      August Board: \$11,250
- Pre-Convention/Trainer (March) Board: \$15,000                      DCLC: \$8,550



## June Board Sunday

6/13/21

= miscellaneous tips

= to do

Attendance - Division 8, 9E, 9W, 12E, 22N, 23E, 25/27, 26, 28 absent

### Email Etiquette

- Proper greetings for every email (Hello, Division X)
- Proofread emails for grammar
- Utilize board buddy and rest of board

### Club MRF

- Send out all resources and scores to entire club exec board through email
- explained missed points and offer solutions in order to improve score
- Make sure which exec member turns in MRF (could be stat sec, sec, advisor, etc)

### Youth Opportunities Fund (YOF)

- Grant given to individual KC (\$250-\$2,000) from International
- Due by October 15th & decisions are given in early January
- Assess need and explain the benefits of the project (ex building parks, food baskets, fleece blankets, etc)
- Summer Fundraising Initiative will focus on YOF in the beginning of August
  - Inform clubs of this opportunity, begin to push during these months
- Applications asks for core values with lots of detail to be considered
- Last weekly check in tomorrow June 14th

### Fundraising + Project Ideas

- KNRF
  - research money comes from fundraising, unique to I-I
  - trying to find a cure for spina bifida - brain developmental challenges
  - Help fund tools to help doctors successfully cure challenges



- Success stories = help babies face challenges faced from birth complications  
KNRF informational pamphlet located on likiwanis.org
- portion of Six Flags FLR general session about KNRF info
- UNICEF/ Eliminate
  - Improve conditions of living, saving children from neonatal tetanus
  - Aim to help children all around the world
  - Trick or treat for UNICEF month of October
  - Fundraising Fridays - month before main month, brainstorming sessions
  - Combine call night with KNRF with linitities

### Project Ideas

- Talent show, hosting a dance/pageants (ticket money goes to charity)
- Involve entire school
- Fundraise with Thirst Project initiatives (invite to DCM)
  - Thirsty Thirty Jan, Hydrate for 28 Feb
  - Walk for Water - water gallons, challenge people to walk the journey people have to take to get water, spread awareness with visual
  - includes paid staff who inform us about cause
- Penny Wars divisible by school
- Wreath sales
  - Great Northern Wreaths - handmade wreaths
  - \$18-\$40 each -> over doubled money outcome (\$2,500-\$4,000)
  - Top 3 sellers cash back
  - Sell after Thanksgiving
  - Contact Mr. Bristow for more information
- Krispy Kreme
  - Buy \$4 dozen -> sell \$10 dozen
- Cake tasting - pay to taste cake
- Wiffle Ball tournament - make incredible amount of money
  - Takeaway: find what locals are interested and create fundraising out of it
- Summer car washes
  - Sell tickets in advance in order to ensure profit
  - Have surface to place sponges in order to avoid pebbles ruining cars
- Family Fun Nights, Summer arts and crafts table
- Donate through QR code and putting it around community + gofundme page
- Work with other school clubs, each club has a table
- Valentine's Day cookie grams (selling 4 girl scout cookies for \$1) + selling roses

- Can have division wide LTG fundraiser
- Virtual bingo night, set ticket price, matching during event
- Home depot kids workshop wholesale kits
- Skating nights (\$5 tickets and selling snacks)
  - Middle Schoolers will pay a lot, especially for food
- Movie Nights - social event, during homecoming week on football field
  - Drive in movie if there aren't any in the area
- Creating sweatshirts - used funds for christmas service project, buying gifts

### Upcoming Deadlines

- June 15: LTG Newsletter Due
- June 28-29: Monthly Calls (individual) with exec board + reg advisor
- June 23 @ 6pm: RFL Work Night #1 and Bonding Night
  - June 28 @ 6pm: RFL Makeup Work Night
- June 30: Committee Google Drives Due
- July 8-10: SLC
  - upcoming zoom meeting, prepare caucusing with our candidates
  - Caucusing = asking questions to the candidate about their platform
  - Send caucusing questions in groupme chat for points (extra Qs=more points)
  - Candidate flyer released June 23 - contains bullet points of candidate's goals
  - Separate caucusing speech from main speech
  - Registration + email templates will be released soon
- LTGs = closest link to clubs, put in the most of work

### Summer Plans of Action

- Schedule emails, create templates for weekly/monthly reminders (MRFs, etc)
- Clubs not as responsive during summer
  - Focusing communication on where it matters - *productive work*
- Create graphics, newsletter templates
  - Newsletter topics by month on pg 16 in LTG binder
- Create membership plan before school year starts
- Above all, **take time for yourself**

### Palazzolo Reminders

- Homecoming initiatives will be relevant
- We will make Meet your Mark a reality
- Phone calls >> emails

## LTG Takeaways/Goals

- Mateo - gained a lot of knowledge, get ahead this summer
- Christa - encourage clubs to increase members, restore previous membership
- AJ - utilize summer months to get ahead, working on Kiwanis rosters
- Emma - helping clubs along the journey
- Eloise - complete tasks during the summer, host DCM
- Grace - plan and host division wide service nights and in person events
- Isabel - phone call goes a long way
- Megan - create calendar and planning events, committee work
- Shea - create Canva graphics for committees, be kind to ourselves
- Ella - YOF, Fundraising Fridays with Major Emphasis
- Lauren - all the new relationships formed :)
- Mikayla - all share a common goal of helping our clubs, Drew and Co work
- Kristine - what to do for RFL
- Hannah - utilizing phone calls, creating newsletters
- Nandu - summer work with committee
- Ema - fundraising can be fun
- Madison - breaking down RFL, in person training
- Sydney - sending out more graphics
- Claire - we all support each other
- Shreya - YOF knowledge, more in person DCMs
- Zayn - persistent communication, make better connections with clubs
- Nikhil - different ways to increase membership, 10% goal
- Lauren - gentle persistence, improve communication

## Regional Advisor Advice

- Reg 1: Ms. Boskey
  - take advantage of collaborative calls, utilize exec board
  - Do not be afraid to ask questions
  - Regional advisor will attend DCs and be adult chaperones
  - Remember target audience/tone for emails, make emails concise, organized
  - Recognize club or member, encourage success
- Reg 2: Mr. Vanderlin
  - Club member audience don't know the acronyms, overwhelms them
  - collectively understand the struggles of LTG, build in support system
- Reg 3: Mrs. Pikscher
  - Give yourself some grace, take care of yourself with things you enjoy

- Newsletter spotlight of club, student, project
  - Casing - copy and sharing amongst board
  - work smarter not harder to have fun
- Reg 4: Ms. Archer
  - Very impressed with board
- Reg 5: Mr. Oswald
  - Impressed with the work ethic of this board
  - Summer of communication - meet kiwanis sponsors at their meetings
  - Communicate with school board and superintendents
  - Reach out to presidents, text message to get to know them
  - Award to Meet your Mark →social media campaign→meet the challenge, need, future, success, kiwanis, KC
- Reg 6: Mr. Bristow
  - Teachers and faculty advisors not available right now, give them space
  - Introduce yourself and ask for the faculty advisor and if the principle
    - Never say that they are not responding, have to play it nice, polite
    - “Could you provide me the contact of the faculty advisor?”
  - June = detective work time
  - *make it happen* - brainstorm and number list, rewrite everyday
  - Get back to in person, have to meet entire board
- Reg 7: Mrs. Lewis
  - Time will pass, and mistakes will be made
  - Remember club members perspective, remember what they need
- Reg 8: Mr. Morrison
  - Everything we are doing is changing the world. Fact.
  - Keep the passion for all projects and responsibilities
  - Keep in mind the different personalities and the most impactful way to plan
  - Do not be afraid to fail
  - Utilize adult board if having issues with contacting other adults
- Mr. McConnell
  - Impressed with board, liked that the advice was tangible ideas
  - Create team building within division just like we have with the board
    - Club presidents and officers share ideas
  - Back to Normal < *Back to Better*
- Mr. Peterson
  - Use energy to have a comeback story
  - do not be afraid to reach out to Kiwanis clubs, there to support you

- Have fun at every meeting, encourage people to join KC

#### Final Reminders

- Newsletter still due every month in summer, more brief, keeping them informed