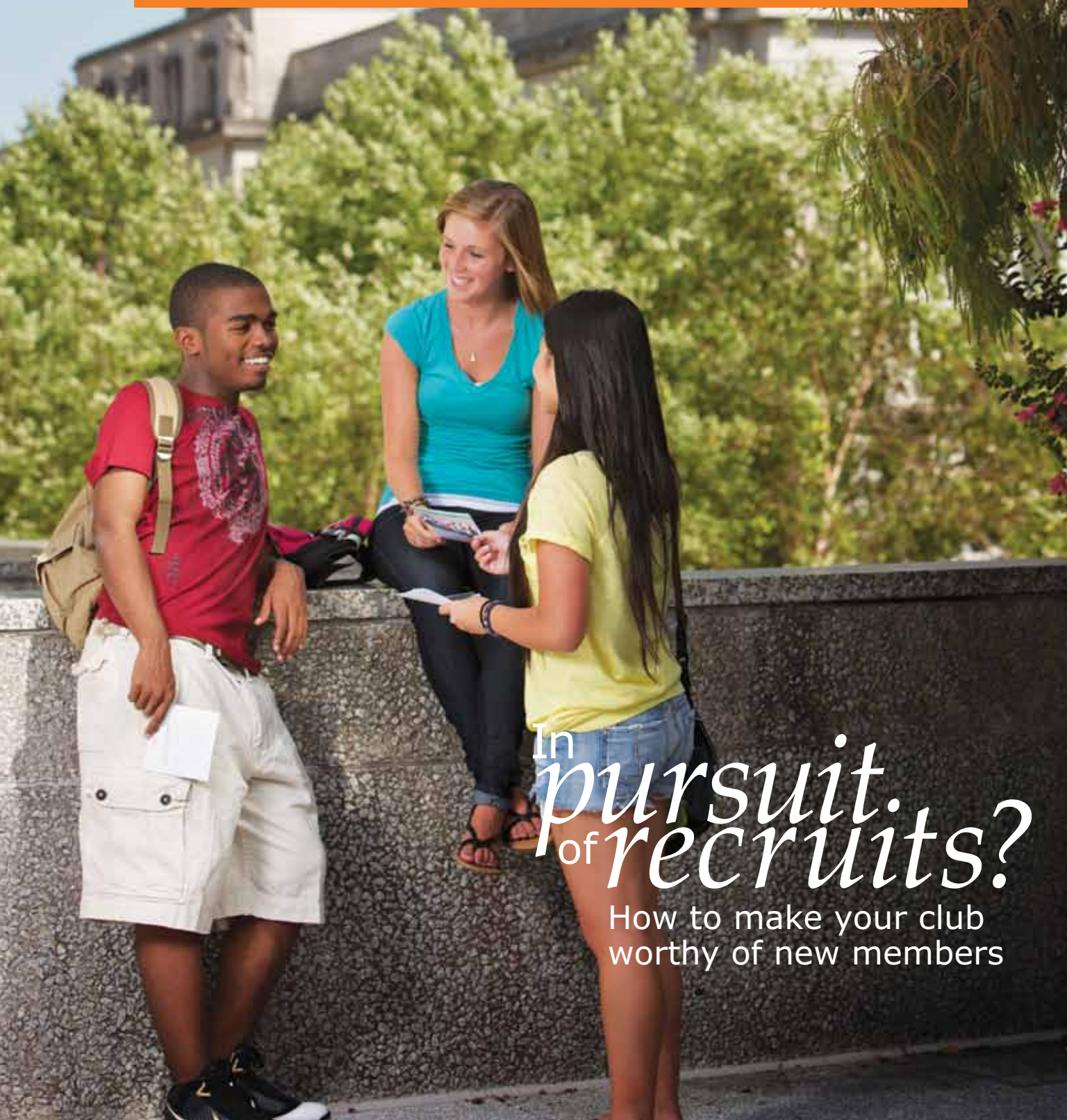


KEY CLUB®

A Kiwanis-family publication

September 2010

www.keyclub.org



In
pursuit
of *recruits?*

How to make your club
worthy of new members



PHOTO BY LYNN SEEDEN

From left, Kiwanis International's Paul Palazzolo, UNICEF Ambassador Tea Leoni and U.S. Fund for UNICEF's Caryl Stern introduced a new partnership at the 2010 Kiwanis International Convention.

The time of your lives

It's a really exciting time to be a Key Club member! As one of Key Club International's 250,000 members, you have the opportunity to make a massive impact when you support Kiwanis International's global campaign for children. By teaming up with UNICEF, the Kiwanis family will save the lives of mothers and babies in the poorest, most remote areas of the world. Learn more about The Eliminate Project: Kiwanis eliminating maternal/neonatal tetanus and how you can help on Page 2.

Your club also can help the people and wildlife of Uganda when you fundraising for Friend a Gorilla. Plus, if Key Club raises \$500,000 or more (just \$2 per member!), we'll be able to name a baby gorilla and the highest-earning club will send two students and an advisor gorilla-trekking in Uganda.

If that doesn't get you fired up, maybe it's time to take a closer look at your club meetings and service projects. Are they the best they can be? This issue is full of helpful tips, tricks and tools to help get you there. Check out the story on Page 17 and learn how to make your club worthy of new members, then use the pull-out recruitment card to find and recruit them.

In July, Key Club members from around the world met in Memphis, Tennessee, for the 67th Annual Key Club International Convention. I met some amazing Key Clubbers, including those on the cover of this issue, clockwise from top Sarah Crowther (Ohio District), Quyen Tran (Pacific Northwest District) and Stephen Scott (West Virginia District). Read the wrap up on Page 21 and watch the Opening and Farewell Sessions at www.livestream.com/keyclubinternational. Like what you see? Plan to join us in Phoenix, Arizona, for next year's convention. I look forward to seeing you there!

—Amberly Peterson

COVER PHOTO BY ALAN INGRAM

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Kiwanis
Service Leadership Programs



24



04



16



32



36

- 02 **News**
- 05 **5 questions with Simon Curtis**
- 06 **Key Trends**
- 08 **On the Web**
- 10 **5 fundraisers**
- 13 **Communication issues**
- 17 **Mission possible**
- 21 **Soul searching**
- 26 **Meet your Key Club International Board**
- 28 **Meet the district governors**
- 30 **Volunteer your way**
- 32 **Center Stage**
- 36 **Your Space**

Educate and eliminate

Join the quest to eliminate maternal/neonatal tetanus

It's official! The Kiwanis International global campaign for children is The Eliminate Project: Kiwanis eliminating maternal/neonatal tetanus. The goal is to eliminate MNT from the face of the earth. In partnership with UNICEF, Kiwanis is eliminating a disease that kills one baby every nine minutes.

Kiwanis and UNICEF are targeting the poorest, most underserved women and children on Earth, and paving the way for other interventions that will boost maternal health and child survival. Hand-in-hand, the Kiwanis-



What if you could save a baby or a new mother's life? You can when you help Kiwanis eliminate maternal/neonatal tetanus, a disease that kills 60,000 babies and 30,000 mothers every year.

family and UNICEF will change the world. The project was revealed at the 94th Annual Kiwanis International Convention in Las Vegas.

Stay tuned for more information and tips on how Key Clubbers like you can help support this project. Learn more at www.TheEliminateProject.org.



1993-2005

Worldwide Service Project

The elimination of iodine deficiency disorders



ELIMINATE

Kiwanis eliminating maternal/neonatal tetanus



2010-2015

Global campaign for children

The Eliminate Project: Kiwanis eliminating maternal/neonatal tetanus

Major milestone: Key Club is 250,000 members strong

Key Club International surpassed 250,000 members when Edison Collegiate High School Charlotte Campus received its charter during a ceremony on May 19.

2009-10 Key Club International President Abigail McKamey and Key Club International Director Mike Downs presented the club its charter and installed members to commemorate the historic milestone.

"We are excited to have such wonderful examples of youth



who care about the world around them and have taken the initiative to be servant leaders," said 2009-10 Kiwanis International President Paul Palazzolo. "We are happy these young men and women have a passion to share their time, talent and treasure with others."

Edison Collegiate's Key Club opened with 18 members and an environmental focus under the guidance of teacher Michael E. Mitchell. The club is sponsored by the Port Charlotte Sunrise Kiwanis Club.



Dysart High School Key Club advisor Susan Poland received the Key of Honor award at the 2010 Key Club International Convention.

Meet a Key Club superstar

The 2009–10 Key Club International Board selected Susan Poland as the 2010 Key of Honor recipient.

The prestigious Key of Honor award is the highest honor bestowed by Key Club International, recognizing individuals who have gone beyond the call of duty in dedicating their energy to serving youth.

Susan Poland began serving as the advisor for the Key Club members of Dysart High School in 1981. In her 29 years in this role, Susan has continually supported her students in their pursuit of leadership through service.

After her start with Key Club, Susan continued to increase her work with the Kiwanis family, steadily taking on more responsibility through Key Club, Key Leader and Kiwanis International.

Congratulations to Susan for achieving this honor!

Give 'em a hand

Help us congratulate the 2009–10 contest winners

MAJOR EMPHASIS PROGRAM

1. Murphysboro High School, Illinois-Eastern Iowa District
2. Hilo High School, California-Nevada-Hawaii District
3. Kennett High School, Missouri-Arkansas District

VIDEO

1. Orange High School, California-Nevada-Hawaii District
2. Tampa Bay Technical, Florida District
3. Shikellamy High School, Pennsylvania District

TRADITIONAL SCRAPBOOK

1. San Angelo Central High School, Texas-Oklahoma District
2. Sanford High School, New England District
3. North Shore High School, New York District

POSTER

1. John P. Stevens High School,

New Jersey District (see below)

2. Wayne County High School, Carolinas District
3. Tampa Bay Technical, Florida District

NONTRADITIONAL SCRAPBOOK

1. Shikellamy High School, Pennsylvania District
2. John Curtis Christian School, Louisiana-Mississippi-West Tennessee District
3. Colebrook Academy, New England District

TALENT FINALISTS

Hannah Jacobs
 Jessica Ziegelbauer
 Robby Earle
 Alexander Pham and group
 Justin Lee
 James Nunnally
 Connor Stout & Kristin Leuchtag
 Aaliyah Tate

See all the award winners at www.keyclub.org/magazine.



NEWSBRIEFS

YOF for YOU

Does your club have the vision but not the cash? The Kiwanis International Foundation's Youth Opportunities Fund could be your new BFF when it comes to funding that sweet service project. Fill out the form and submit your great idea at www.keyclub.org before the deadline hits Oct. 15.

Don't diss your district

Be sure to attend your district convention. Visit www.keyclub.org/districtconventions to find out when yours takes place.

Gear up for Key Club Week

Key Club Week is Nov. 1–5. Visit www.keyclub.org/keyclubweek to find out more about this weeklong celebration of Key Club.



Collect coins, not candy

Since 1994, Key Club has been Trick-or-Treating for UNICEF. Key Club members' current Trick-or-Treat donations will benefit Operation Uruguay: Protecting the Rights of Children.

All U.S.-based Key Clubs received a Trick-or-Treat for UNICEF fundraising kit in mid-September. The kit includes a poster, stickers, a DVD and the famous orange collection boxes (above). Learn more about Trick-or-Treat for UNICEF at www.keyclub.org/partners.

Continuing their service



Two former Key Club International student leaders have been announced as additions to the March of Dimes National Youth Council. 2009–10 Key Club International Trustee Jared Doles and 2009–10 Key Club International President Abigail McKamey will join 17 other top college volunteers around the country to support March of Dimes youth programs.



National Youth Council members are selected because of their demonstrated leadership ability and their potential for service to the March of Dimes Foundation, whose mission is to improve the health of babies. Each of these members is an accomplished volunteer for the March of Dimes, one of Key Club International's service partners.

Jared is a freshman at Arizona State University, majoring in film production. Abigail is a freshman at the University of Tennessee at Knoxville, majoring in English and history.

Learn more at www.marchofdimes.com.

Friend a gorilla!

Key Clubbers who attended the 2010 Key Club International Convention and participated in the July 10 charity walk raised \$13,769 for Friend a Gorilla, a Uganda Wildlife Authority initiative that educates the world about Uganda's endangered mountain gorillas. There are only 721 left in the world.

Between now and the end of the 2010–11 school year, you can work on a Friend a Gorilla community outreach program, designed specifically for Key Club. Educate elementary school students about the importance of wildlife conservation and fundraise for the cause. All proceeds will go toward the preservation of mountain gorillas.

If Key Club raises at least \$250,000, the club that raises the most money will get to send an advisor and two students on a safari to see mountain gorillas in the Ugandan jungle.

If Key Club raises \$500,000, we'll have the opportunity to name a baby gorilla and watch as he or she grows.

Clubs that raise \$2,500 or more will



PHOTO BY COREY GIBSON

The Key Club who raises the most money for Friend a Gorilla may be eligible to send two students and an advisor gorilla trekking in Uganda. receive badges.

Check out www.kcgorillas.com to find out more about Friend a Gorilla. You also can download lesson plans and watch educational videos.

5 Questions

with Simon Curtis

Singer/songwriter Simon Curtis explains his passion for giving back. He also wants you to friend a gorilla. Learn more about the program at www.kcgorillas.com.

WHAT'S THE MOST COMPELLING REASON FOR YOUNG PEOPLE TO GET INVOLVED IN THEIR COMMUNITIES?

Young people are truly capable of catalyzing change and shaping the world. Today's youth are more powerful than ever before, and if focused positively, that power could easily make our world a significantly better place.

WHAT'S YOUR FAVORITE SERVICE PROJECT OR CAUSE, AND HOW ARE YOU INVOLVED?

I'm an ambassador for Children's Miracle Network, The Leukemia & Lymphoma Society and the Ugandan Wildlife Authority. I am a cancer survivor, and one of my biggest missions in life is to be a good example and role model for survivorship to young patients.

I am a huge animal, ecology, sociology and geography lover, so working with UWA has provided me an incredible way to indulge all of those passions. Kids and animals, those are my two causes, and I'd do anything for either!

WHAT HAS COMMUNITY SERVICE TAUGHT YOU?

That humans are truly good, by nature.

WHO DO YOU ADMIRE? WHY?

I admire all the kids who are getting involved at their schools and communities and devoting their precious free time to others who might be in need. Middle school and high school are very tough times to manage socially, and there are so many kids out there who still take time to make a positive impact on the world around them—they deserve to be duly respected and commended.

WHAT ADVICE DO YOU HAVE FOR KEY CLUB MEMBERS?

Working as a member of Key Club to make a positive impact on the world around you is more meaningful than you realize. Retain this passion for service, respect and generosity toward others and you will go quite far in life.



PHOTO BY COREY GIBSON

Just drive

When Oprah speaks, people listen. Her new public service campaign is to get people to stop using their phones while driving. With good reason, it turns out. Consider these frightening facts:

- Cell phone use while driving accounts for 2,600 fatalities and 300,000 collisions annually and that puts the danger of text-messaging while driving right up there with drunken driving.
- Car and traffic accidents are the leading cause of death for people 15 to 20 years old.
- In a 2007 survey, AAA found that 46 percent of teens admit to texting while behind the wheel. Another 2007 study conducted by the group Students Against Destructive Decisions and the insurance group Liberty Mutual polled teens and found that 37 percent believed texting was the greatest distraction to teen drivers.
- Even while 37 percent of teens rated text messaging while driving as "extremely" or "very" distracting, they continue to send and receive text messaging in their moving vehicles anyway, the study reported.

Sources include *Dontdriveandtext.org* and *www.oprah.com/packages/no-phone-zone.html*. Go online to sign Oprah's "No Phone Zone" pledge.



PHOTO COURTESY OF THE GREATER PHOENIX CONVENTION & VISITORS BUREAU / JW MARRIOTT DESERT RIDGE

Key Club members who attend the 2011 Key Club International Convention will stay and play at the JW Marriott Desert Ridge resort (above), and there are plenty of other nearby hot spots to check out.

Hot times in the desert

Don't even think about attending the 2011 Key Club International Convention in Phoenix, Arizona, without trekking to the Grand Canyon. Seriously. That said, there are lots of fun things to do while in the city.

PAPAGO PARK: Hike trails of varying lengths and a half-mile interpretive nature trail to learn about desert plants. Don't miss the 825-foot trail up to Hole-in-the-Rock, a butte that offers views from about 100 feet up.

CAMELBACK MOUNTAIN: That big mountain you see looming over the city? That's it. Don't miss a rare urban hike with awesome views like this.

MYSTERY CASTLE: For \$5 you can tour this curious home built in the 1930s with recycled building materials and rocks scavenged from the city dump by a dying father to honor his "little princess," who still lives there.

PIONEER ARIZONA LIVING HISTORY MUSEUM: An Old West pioneer village allows you to explore life as it was in Arizona a century ago. Historic buildings include a schoolhouse, a blacksmith's shop and an opera house.

THE HEARD MUSEUM: Experience 10 exhibition galleries, free guided tours, outdoor sculpture gardens, a renowned café, an art gallery, trading-post-style shopping and more for just \$5 with your student ID.

ARIZONA SCIENCE CENTER: Fun interactive exhibits demonstrate, among other things, the digestive process and how sneezes spread germs from the nose to the world—in 3-D.

CERRETA CANDY COMPANY: Enjoy a free chocolate factory tour.

ALL THE HANDS: Build and take home your own adobe architecture at this create-your-own clay emporium.

ENCHANTED ISLAND: This amusement park has free admission, but you pay for ride tickets. All-day passes are available.

ARIZONA MINERAL AND MINING MUSEUM: More than 3,000 minerals, rocks, fossils and mining artifacts are on exhibit. Highlights include an eight-foot specimen of native copper, a large quartz geode, rocks from the first moon landing and a fragment of Meteor Crater's meteorite weighing 206 pounds.

Change the language

Did you know you can submit words for inclusion into the Merriam-Webster online "open" dictionary?

Whether you have something creative to add or not, you can browse the document for some gems like:



Catio [cat + patio] *n*: An enclosed or screened outdoor space such as a porch for cats.

Kanyed *v*: To be interrupted especially while making a public statement.

Vampophile *n*: A person who is excessively interested in vampires.

Unfriend or **Facedump** *v*: To remove someone from a friend list on a social networking website.

Podcastinate *v*: To ignore work or more pressing issues by listening to podcasts.

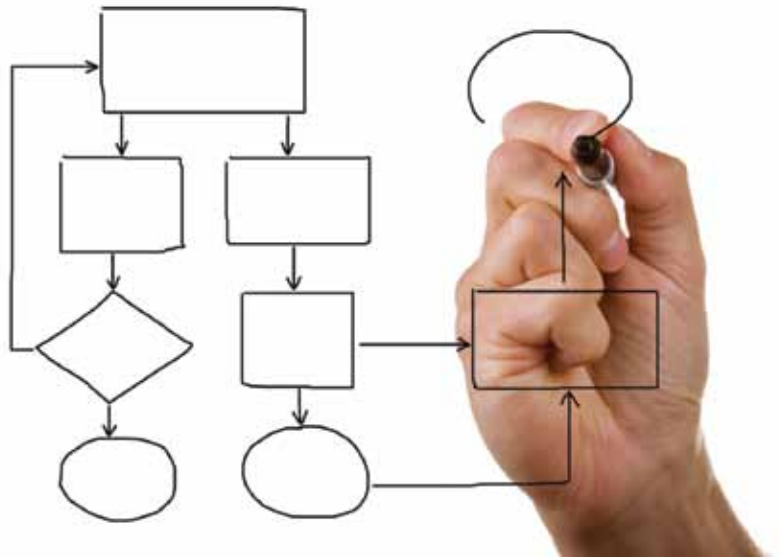
Visit www3.merriam-webster.com/pendictionary to include your word.

Help wanted

According to a new study by Georgetown University's Center on Education and the Workforce, America's colleges and universities need to increase the number of graduates they produce to meet the nation's workforce requirements by 2018.

That's because 63 percent of the jobs in the United States will require education beyond high school. That's up from 59 percent in 2008 and 28 percent in 1973.

JOB



Learn how you learn

In general, there are three ways of learning that have been shown to work well for different students: auditory, visual and kinesthetic. Figure out which one you are to possibly help yourself through some educational challenges.

Auditory learners: Make up about 20 percent of students. These students remember information that is heard and like being lectured in a traditional format.

Auditory learners excel when there is:

- Direct instruction
- Peer tutoring
- Activities that incorporate music
- Group discussions and brainstorming
- Specific oral directions
- Verbalizing while learning
- Cooperative learning (student interaction)

Visual learners: Make up the largest group in the classroom. These are students who need to see information in order to understand how things work.

Visual learners may:

- Have difficulty understanding spoken directions

- Have trouble remembering names
- Enjoy looking at books or drawing pictures
- Watch the teacher's face
- Like to work puzzles
- Notice small details
- Like for the teacher to use visuals when teaching

Kinesthetic learners: Need movement and touching in order to become engaged in learning. Kinesthetic learners:

- Learn by doing
- Need to be mobile
- Want to experience things through all five senses
- Usually have good motor skills and are athletic
- Like to take things apart to see how they work
- May appear immature for their age group
- May be hyperactive learners
- Need a hands-on approach to learning
- Like cooperative learning

Source: CultureNmotion.org and David Sousa Research

NEW!

KeyClub.org is all new, all for you



Have you seen the new www.keyclub.org? Key Club International launched its new website on June 25. Inspired by mtv.com's mega-navigation, the redesigned and reorganized site now makes it easier to find what you're looking for in fewer clicks. Other updates include a Key Club news blog where you can discuss updates and announcements with other Key Club members. The site also features social media linking capabilities and fundraising and service project ideas to inspire your club or district. Log on, dig around and tell your fellow club members.

Tune in to Key Club TV

Subscribe to Key Club TV on YouTube, www.youtube.com/keyclubtv. Submit your idea for a future episode to keyclubtv@kiwanis.org, and your club could be chosen to make a guest appearance.



In your inbox

Sign up to receive the digital edition of KEY CLUB magazine and other exciting Key Club news in your e-mail inbox.



Sign up today at www.keyclub.org/email.

Social media mania

We're up to 19,645 fans at press time, but there are more than 250,000 current



Key Club mem-

bers. We've got a long way to go. "Like" us today at www.facebook.com/keyclubintl. Prefer Twitter? Follow us @keyclub.

Stay alert

Ever wonder what other Key Clubs from around the world are up to? Sign up to get Google Alerts for "Key Club" sent to your e-mail inbox at www.google.com/alerts.

KEY CLUB BEYOND HIGH SCHOOL

Graduating soon? Don't worry about leaving Key Club behind. You can become a charter member of the all-new Key Club International Alumni Association. Your membership will allow you to connect with old friends,

make new ones and stay on top of Key Club International's accomplishments and activities when you join.

Membership is free through June 2011! Learn more and sign up at www.kiwanis.org/alumni.

You asked for it.
You got it.



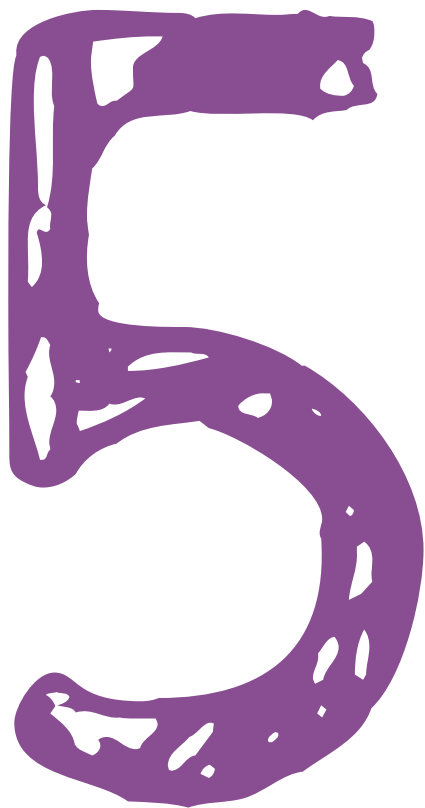
The all new Key Club International Alumni Association

As a recent high school grad, you don't have to leave Key Club behind. Connect with old friends, make new ones and stay on top of Key Club International's accomplishments and activities when you join the Key Club International Alumni Association. Membership is free through June 2011!



Visit www.kiwanis.org/alumni to sign up
as a charter member today.

KEY CLUB®
Alumni



OUTSIDE-THE-BOX FUNDRAISERS

BY SHANNA MOONEY

ILLUSTRATED BY SERGE SEIDLITZ

Fundraising may start with “f-u-n,” but typically it’s anything but. A few clubs, however, have managed to make the most of it with outside-the-box ideas. Learn from them and come up with your own fabulous fundraiser.

Celebrity cookbook



Does anyone in your club know someone famous? If not, don’t be discouraged: Neither did the Key Club of Lewistown Area High School in Pennsylvania, and they made a successful celebrity cookbook.

The idea was well thought-out from the beginning. “The initial step in our plan was to determine a fundraiser that would be well received and profitable during the present economic times,” says club advisor Vicky Henry. “The club determined that, due to more families cooking at home to save money rather

than eating out, a cookbook would be a good project to pursue.

“With so many cookbooks on the market, we knew we needed to design one that was unique. Through brainstorming, the club determined that recipes from celebrities—politicians, entertainers and athletes—would be out of the ordinary and of interest to potential buyers.”

Steps to success

- Send letters to 500 celebrities.
- Allow a couple of months to receive the recipes. (Ninety came through for the Lewistown Area club.)

- Type, scan and organize the recipes and photos into the desired format.
- Get sponsorships to cover costs.
- Hold a cookbook cover contest.
- Auction celebrity photographs received at a Kiwanis pancake event.
- Order and sell books. (This club ordered 270, which included a 20-book donation from the printer.)
- The club then presented a donation of \$5,000 to Caitlin’s Smiles, an organization that gives arts and crafts “smile bags” to chronically ill children in 47 hospitals across Pennsylvania.



Kiss ‘em goodbye

The “Kiss a senior goodbye” fundraiser involves sweets and sentiment. Your school population, parents, teachers and staff are invited to give seniors a sweet send-off in the form of a chocolate kiss and a personal message. The event is simple to execute and has



potential to make quite a bit of money, depending on the size of the senior class. (Nothing's stopping you from expanding it into a "Kiss a freshman hello" fundraiser.)

The Key Club of Batavia, Illinois, makes this an annual event.

Steps to success

- Contact the parents of each senior, giving them a form so they can personalize a message about how proud they are of their graduate. Suggest they also might want to surprise some of their child's friends as well.
- Encourage teachers and coaches to "kiss" their seniors goodbye.
- Set a deadline for when the form—and payment—must be returned to the club.
- Buy Hershey's kisses and bag them up along with the messages.
- Deliver the goodies on the designated day to each senior.



Couch potato

The Key Club of Delphi Community High School in Indiana stages a fundraiser called "couch potato" at basketball games.

"We sell tickets at home boys' basketball games for \$1 each or 6 for \$5 to anyone interested," says immediate past Key Club president Grace Mears. The tickets are put in a raffle that is drawn at halftime. The winner gets to choose two friends to sit on the couch, located on the end of the court, for the remainder of the game. A large pizza, donated by a local pizza shop, is given to the winner to enjoy during the rest of the game, and the concession stand (sponsored by the athletic office) donates one bottle of pop for each of the couch-sitters, Mears says.

"The amount of money we make varies game to game, but since the couch is stored in a sports closet in the gym and the pizza and drinks are donated, all the ticket sales are direct profit," says Mears.

Steps to success

- Present the idea and get permission

from everyone involved, including the principal and basketball coach.

- Find an easily carried couch to move onto and off of the floor for each home game.
- Promote and advertise the idea.
- Sell raffle tickets.
- Arrange to draw the name and announce the winner at the game.
- Get pizza donated for the couch potato and friends.

Rent a Key Club member



This idea is adapted from a popular service project included in the Key Club International Service Project Bulletin.

Clubs can set aside a weekend day and urge community members to rent a Key Club member—or crew—for the day. The "employer" calls the club and lists the jobs he or she would like to have done, such as raking leaves, washing windows, babysitting and painting. Club members do the work and a set hourly fee is donated back to the club.

Steps to success

- Get lots of publicity. We're talking fliers in the grocery store, announcements at your sponsoring Kiwanis club, school staff, PTA, church, etc.
- Recruit a willing and capable crew

of Key Clubbers who will take on the tasks with enthusiasm.

- Be organized when setting up the appointments and efficient when completing the tasks.

Dollars for doughnuts



Many Key Clubs sell food to make money. Why is it so popular? Because high school students like to eat! A lot.

When choosing a food, consider the fact that many students are too busy to eat breakfast in the morning. Rather than go hungry until lunch, they're likely to pay for a tasty, quick food they can eat on their way to class. Doughnuts are the perfect solution.

The Key Club of Southeast High School in Bradenton, Florida, relies on doughnut sales to fund projects.

Steps to success

- Advertise. Include what you're selling, how much it is and where to buy it.
- Make a deal with a local bakery and buy in bulk for a good deal. Offer advertising on the fliers and in announcements for a discount.
- Having regular sales on the same day, time and place will help with repeat customers.

Bonus five for quick and easy cash

NECKLACE SALE: Sell glow necklaces in school colors at football games.

DANCE CONTEST: Couples pay an entry fee, are assigned a number and are eliminated when they stop dancing. Those left at the end of the dance are the winners.

PET PAGEANT: Let students and community members show off their furry friends. Charge an entry fee and have a panel of judges decide the winners of a few competitions (cutest,

ugliest, most talented, etc.). Prizes could be pet store gift certificates or even just treats. Possibly offer to take photos for an added fee.

EVENT GOPHER: See if your club can park cars, usher, or sell programs, souvenirs or concessions at school or community events.

?-A-THONS: Sponsor a twist-a-thon, rock-a-thon, bowl-a-thon, game-a-thon, swing-a-thon, teeter-totter-a-thon, etc.



Communication ISSUES

Story by Matthew Gonzales
Illustrations by Jonathan Carlson

You joined Key Club for a variety of reasons: to serve others, to have fun, to gain new, unforgettable life experiences. And you hoped to learn from the Kiwanians and faculty advisors who act as your mentors. But the generation gap that separates you can often seem like a communication gap. The truth is, Kiwanians and Key Clubbers have a lot to offer each other. Here are some tips on how to bridge that communication gap and get more from your Key Club experience.



Leave your comfort zone. Don't avoid mentors because you think you have nothing in common. Get out of your comfort zone—nothing interesting happens there.

Always introduce yourself. Even if you've met someone several times before, make a point of saying hello and sharing your name.

Laugh loud—and often. Nothing breaks the ice like sharing a laugh. Be willing to joke around—let your sense of humor shine through.

Respect their time. If you're going to be late, or can't make it to a meeting, call in advance. A little everyday politeness goes a long way.

Ask for advice. After all, that's why Kiwanians and other advisors are there. They have years of experience and lots of advice to offer—give them a chance to share it.

Find common bonds. Key Clubbers and Kiwanians are more alike than different. Many Kiwanians are athletes, artists and musicians—just like you.



Mutual mentors

Embrace adults' experience and share your own skills and talents with them

Be curious. Kiwanians love to share. Ask them about their interests, hobbies and families. Chances are you'll be surprised by what you learn.

Avoid "text talk." Be mindful that adults may not be familiar with the slang that's common among you and your friends. Talk in plain language.



What's in it for you?

Being in Key Club means participating in exciting service projects and growing your leadership skills, all while having fun with friends. But you can gain even more if you build strong relationships with your Kiwanian mentors, according to Key Club advisor Mary Bowen.

Bowen (better known as "Crzy Mry" among Key Club members at Fridley High School in Fridley, Minnesota) says Key Club has reassured her that the world is in "good hands." But she adds that Key Club members and Kiwanians don't always take advantage of what one group can offer the other.

"They don't always know how to talk to each other," she says.

Bowen has seen firsthand how bonds between Kiwanians and Key Club members can enrich lives, not to mention prepare Key Club members for life after high school, where they will encounter people of all ages. That's why she urges Key Club members to make a real effort to get to know their Kiwanian mentors.

"They'll probably be baffled to hear that some of us play in dance bands, go snow skiing or sky diving, are gourmet cooks, write books, make jewelry or run marathons," she says. "We may look old, but many of us have interests that match theirs."

When Key Club members and Kiwanians finally make that connection, magic happens. "It ignites a conversational fire," Bowen says. "That's why my advice is 'Ask questions, ask questions, ask questions.' You'll find a common bond somewhere, for sure."



4 TALK TO ADULTS Ways to connect with Kiwanians

Get the most out of your interactions with Kiwanian mentors. Follow these tips:

Open your mind. Be willing to see beyond age. Many Kiwanians are young at heart and still love activities like sports, music-making and more.

1

2 Lend a hand. Kiwanians could use your help in different areas, from carrying things to figuring out how to use technology. Ask them what they need.

Put your best palm forward. Shake hands when being introduced.

3

4 Make good eye contact. Always be polite and respectful. Show them you're listening and ask questions.

Sources: Mary Bowen, Key Club advisor to the Fridley High School Key Club, Minnesota; Susan Poland, Key Club advisor to Dysart High School Key Club, Arizona



MISSION: IMPOSSIBLE

By Shanna Mooney
PHOTOS BY ALAN INGRAM

Your assignment:
Grow your club



You can recruit all the new members you want to your club, but it isn't going to help if your meetings are boring and you aren't doing valuable service, says Laura Zabel, area director for Kiwanis International Service Leadership Programs, growth.

"If your club is bad, members aren't going to stay. So in order to grow your club, you first have to have a good 'product,'" Zabel says.

Your club is a product. Sell it.

"There are two sides of growth: retention and recruitment. It's easier to retain than recruit," Zabel says. So before going out at the beginning of the year to get a bunch of new members, evaluate your club and make sure membership is meaningful.

"Anyone can do service," Zabel says. "Sell the membership experience. After all, why recruit if your club isn't working?"

If after your evaluation you find you have a club full of happy, fun members, by all means, commence recruitment. If, however, you find you need some help, fix the club first and membership recruitment—and retention—will be much more successful.

Follow these three steps to grow your club.

Step 1: Know your club's rep

SURVEY MONKEY

Sometimes people don't want to hurt your feelings with bad news. It might be easier to get honest answers on a club evaluation from a survey. Survey Monkey does the trick, and it's free: www.surveymonkey.com.

CLUB EXCELLENCE TOOL

This online Kiwanis tool helps you measure the satisfaction of club members with a simple, 25-question survey that can identify areas for improvement and offer ideas and resources for making changes. Available at www.KiwanisOne.org/clubexcellencetoolonline.

BRAINSTORM FOR BRILLIANCE

Club excellence is about delivering a meaningful and fulfilling club experience to all members—so it is everyone's responsibility! One helpful activity for an early-in-the-year meeting is to write on the board (or on large sheets of paper taped to a wall) the following three headlines: "Stop doing," "Start doing" and "Keep doing."

Next, have each member come up with suggestions for each category.

Evaluate these ideas, keeping community needs and club resources in mind. For help prioritizing, go to the community analysis chapter of the Kiwanis International Membership Development Manual at www.KiwanisOne.org/membership.

Step 2: Improve it and your club

BUILD A BETTER MEETING

Use these ideas occasionally to keep things fresh and fun:

Keep hands busy. Once a month, have members complete a hands-on service project during the meeting. Try making greeting cards for a retirement home.

Schedule some outright fun. Fellowship is part of the attraction to being a

member. Plan an occasional icebreaker or social event outside the club meeting.

Sweat the small stuff. Recognizing members for the good that they do—even the small things—will give them reason to keep doing it. Don't wait for a formal banquet to honor an effort. Show your appreciation often and in creative ways. For more ideas, check out the member recognition chapter of the Membership Development Manual at www.KiwanisOne.org/membership.

Sharpen their skills. Personal development, like improving communication skills, will give an added benefit to club membership. Think of areas where members can use a little help, and bring in a speaker to educate the club.

Give committee work some attention. Maybe every other month have committees work on upcoming projects/tasks in place of a typical meeting.

Pique their interest. They won't show up at a service project if they're not sure what it's all about. Show a video or ask a speaker from the organization you're helping to come and talk for five minutes about why/how Key Club can help.

Celebrate successes. At the project's end, have a member who participated tell everyone what was accomplished, spreading the positive vibe so even more people will want to take part in the next service project.

THINK BEFORE YOU SERVE

Meaningful service is a positive experience for all those involved: Your club discovers a need in your community, you're able to help improve the lives of others and your members walk away knowing they made a difference. They feel good and as a result, they want to stay in the club.

Is your service meaningful?

Evaluate your community's needs and see where your club's members can make the biggest impact. Check out the community analysis chapter of the Membership Development Manual for guidance at www.KiwanisOne.org/membership.

BUILD A BUILDERS CLUB

One of the best long-term recruitment methods is to co-sponsor a Builders Club. Key Clubs can help their sponsoring Kiwanis club charter one, and you'll have a consistent flow of new members each year as Builders move from middle school to high school. (Plus, think of all those extra hands to help at your joint service projects!)

Information on club building is online at www.KiwanisOne.org/charter.

Step 3: Recruit new members

RECRUITMENT REMINDERS & TIPS:

Recruit year-round. If you only have one drive at the beginning of the year, you're going to miss out on students who were too overwhelmed by this hectic time to attend your event and possibly join.

Get the word out. Prior to a membership drive, flood your school with advertising. Use all avenues available—announcements, school newspaper, social media sites and good, old-fashioned

Recruitment cards

Attached in the center of this magazine are two member recruitment cards. Remove them and pass them out to classmates you think would like to join Key Club. As you hand them the cards, give them the shortest version of your hallway speech, or tell them why you think they would be great members. Invite them to a meeting.

fliers. Be sure to post some fliers on the backs of the bathroom stall doors and the bathroom mirrors!

Be prepared for guests. You never know when someone new might show up. Select someone to be a club greeter and make it his or her job is to welcome guests, sit with them to explain what's going on and see what their interest level is. Make sure they know to get that student's contact info and have an officer follow up to invite them back.

Treat them well. Yes, it's nice to include snacks or treats at meetings—especially membership recruitment

events—but keep in mind, a box of Twinkies isn't going to make your club better by itself.

Focus on friends. Host a VIP-only recruitment event where the VIPs are friends of current members. Ask each member to bring a friend so they can learn about Key Club. Make it fun. Try to include a service activity to make it meaningful.

Give it away. Consider holding a drawing for a free membership fee. Add other prizes to your drawing if you can by soliciting donations. Award it to someone who joins your club during your recruitment drive.

Make connections. Establish a “big brother/big sister” program that pairs incoming freshmen with established club members. This will personalize your club by getting everyone involved and feeling accepted.

Talk about benefits. Realize that prospective members will be thinking “what's in it for me?”. Tell them specifically how membership will benefit them. Include points like, “It looks good to colleges,” and “Get another picture in the yearbook,” in addition to changing the world through service. Remember, enthusiasm is contagious, so speak with excitement and pride.

The hallway speech

Inviting someone to join your Key Club starts with telling them the Key Club story. But what if you only have a minute or two in between classes to introduce your club to someone new? No worries! Here are five tips to mastering your hallway speech:

Practice: Write down your speech. Edit it, too. Practice in front of the

mirror or with friends. Take it slow. Develop different versions for different situations.

Be yourself: Your description of Key Club should sound effortless, conversational and natural. Adapt it to your personality.

Listen: Allow the other person to ask questions and keep the conversa-

tion going. Make sure your speech is relevant to the other person.

Engage: Incorporate examples to illustrate your point and engage your listener. Be warm, friendly and confident. Maintain eye contact. Smile.

Take action: End by inviting the person to attend a meeting or participate in a project. Be prepared with a club flier.





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for a cool experience...in the place where the heat calls home.



www.keyclub.org/convention









Kiwanis
Service Leadership Programs

A Key Club International program of Kiwanis International

KEY CLUB[®]

Meet your Key Club

						
	XINLEI WANG PRESIDENT	IKWO MORRIS VICE PRESIDENT	NICK CORNELL TRUSTEE	MATT HARPER TRUSTEE	CALEB LAPSLEY TRUSTEE	ANNIE LEWANDOWSKI TRUSTEE
KEY CLUB	Burlington High School, Burlington, Wisconsin	Harrison College, Bridgetown, Barbados	Newman Catholic High School, Wausau, Wisconsin	Clark County R-1 High School, Kahoka, Missouri	Pathways Academy, Glencoe, Alabama	Country Christian, Molalla, Oregon
PREVIOUS KEY CLUB ROLE	2009–10 International trustee	2009–10 Caribbean-Atlantic District governor	2009–10 Wisconsin-Upper Michigan District governor	2009–10 Missouri-Arkansas District lieutenant governor	2009–10 Alabama District lieutenant governor	2009–10 Pacific Northwest District lieutenant governor
GOALS FOR THE 2010–11 YEAR	To expand the influence of Key Club, I firmly believe that the effort begins at the core. Key Club International must serve the members the way they've served their communities: to take care of our members, to better our clubs, and to encourage overall awareness and efficiency.	Growth and retention. We often make outrageous aims for growth in this organization without realizing that to grow means to build on what you already have, not start fresh. I hope not only to zone in on current members but also the reasons why we're not as large as we would like this organization to be.	I hope most to focus on diversifying membership: that is, growing Key Club internationally by starting new clubs in new locations. I intend to make sure that the opportunities and experiences provided by Key Club become available to more individuals worldwide.	I would like to improve member and officer experience through increased education. Rather than just leaving you hanging, I'd like the international board to take an active role in letting you know what's expected and very much needed for the continued success of Key Club.	Develop a Key Club Buddy System for Builders Clubs and enhance the bond between the district boards and their international trustee.	I want to increase the involvement of local clubs in divisional and district projects. As lieutenant governor, I sadly found out that many clubs were unaware of the district board and its projects and opportunities.
HOBBIES	Skype, sports and food from other countries	Singing, writing poetry, painting/drawing, designing clothes and doing anything fashion-oriented	Golfing, making short movies, biking, writing, politics	Movie nights and just hanging out with friends, travel	Karate, Tae Kwon Do and guitar	Running, reading, playing piano, music, movies, traveling, hiking and water sports

International Board



**LISA
NICHOLSON**
TRUSTEE

Camas High
School, Camas,
Washington

2009–10
Pacific Northwest
District treasurer

I want to increase communication between districts around the world to expand knowledge of service projects and organizational techniques. Second, I want to see Key Club advertised more. Whether advertising takes place on a large scale or simply within a single school, it's important to get the word out about Key Club. My third goal is to increase membership. Increasing membership increases the number of hours of service that a club has.

Playing tennis year round, playing the flute, studying fashion and trends and volunteering



**ROBERT
PECK**
TRUSTEE

Riverton High
School, Riverton,
Wyoming

2009–10
Rocky Mountain
District bulletin
editor and club
vice president

The main strength of Key Club is the ability of our members to work together. We should use our capacity to work together to make inter-club, inter-division and even inter-district projects just as common as individual club projects. Doing that raises more money and makes more friends from more places. I'll focus on connecting clubs and divisions within my districts to each other by more heavily training lieutenant governors to organize cooperative efforts and helping organize these efforts firsthand.

Writing and
photography



**WILL
ROBERTSON**
TRUSTEE

Myers Park
High School,
Charlotte, North
Carolina

2009–10
International
trustee

I hope to show members that they are each leaders in their homes, schools, communities by simplifying the administrative aspects of the organization, broadening the foundation of service and increasing membership throughout the year.

Tennis, golf, reading, speaking, spending time with friends



**DAVID
VELASQUEZ**
TRUSTEE

Montverde
Academy,
Montverde,
Florida

2009–10
Florida District
lieutenant
governor

I hope to increase Key Club International's presence in international communities by developing service opportunities abroad.

Running, politics,
fishing



**ASHLEY
WILLIAMS**
TRUSTEE

Massey Hill
Classical High
School,
Fayetteville,
North Carolina

2009–10
Carolinas District
lieutenant
governor

I hope to continue to work to make Key Club a household name. I also hope to instill a notion of responsibility in Key Club members to help spread the word about Key Club, and encourage others to serve.

Public speaking, forensics, speech and debate, shooting sports, dancing, shopping and reading



**STEPHENIE
YUAN**
TRUSTEE

Mission San Jose
High School,
Fremont,
California

2009–10
Club president

I hope to strengthen the bond between each level of Key Club by helping members learn more about the works of Key Club International. Through understanding, we can inspire each other to work together and reach our fullest potential. I would also like to provide resources so members can receive updates on what other districts are doing to serve. It's crucial for members to understand that Key Club is a global organization that is truly making impactful changes.

Singing, dancing, swimming, horseback riding, watching movies, traveling, baking



**NANCY
ZHANG**
TRUSTEE

Hunter College
High School,
New York,
New York

2009–10
International
trustee

As an organization that grows every day of the year, I want to ensure that every Key Club member feels a stronger connection to Key Club International. Communication on any level of this organization is pertinent in order to achieve successful outcomes.

Writing, reading, listening to music, photography



Kiwanis
International

Meet the district governors

The 2010–11 leaders are ready to serve

Wondering which district your club belongs to? Find your school or community-based location on the Key Club district map and then find the corresponding district governor. Next, check out your district's website. Find yours at www.keyclub.org/districts.



ALABAMA
Shirin Torabinejad



BAHAMAS
Janae Henfield



**CALIFORNIA-
NEVADA-HAWAII
KIWI'S**
Diana Nguyen



**CALIFORNIA-
NEVADA-HAWAII
KIWI'S**
Jennifer Zhao



CAPITAL
Rachel Slotter



**CARIBBEAN-
ATLANTIC**
Christiane King



CAROLINAS
Brinson Mitchell



EASTERN CANADA
Sanjay Zimmermann



FLORIDA
René Miller



GEORGIA
Virginia Byrd



**ILLINOIS-EASTERN
IOWA**
Tori Albarracín



INDIANA
Katie Joseph



JAMAICA
Alanzo Small



KANSAS
Brice Patterson



**KENTUCKY-
TENNESSEE**
Blake Roller



**LOUISIANA-
MISSISSIPPI-
WEST TENNESSEE**
Franny Johnson



MICHIGAN
Jordan Belanger



**MINNESOTA-
DAKOTAS**
Christina Nystrom



**MISSOURI-
ARKANSAS**
Ben Duran



MONTANA
Tori Houle



NEBRASKA-IOWA
Evie Ward



NEW ENGLAND
Paolo Mauricio



NEW JERSEY
Rachel Orbach



NEW YORK
Nadyli Nunez



OHIO
Michael Murray



PACIFIC NORTHWEST
Caitlin Snaring



PENNSYLVANIA
Katie Auwaerter



ROCKY MOUNTAIN
Jared James



SOUTHWEST
Nick DePorzio



TEXAS-OKLAHOMA
Chase Beavers



UTAH-IDAHO
Erick Chen



WEST VIRGINIA
Philip Mickinac



**WISCONSIN-
UPPER MICHIGAN**
Ashley Differt



Organizing District
WESTERN CANADA
Alyssa Denton

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Volunteer your way

By Sara Rowe

Seek out volunteer opportunities that are in tune with your own interests and passions. If you want to pursue a career in medicine, get involved in a volunteer program at your local hospital. Animal lovers can check out local animal shelters. Interested in travel and the plight of other countries? Deliver supplies. Here are more facts and ideas to explore:

“The people that we meet never cease to be incredibly generous and grateful for our service. From the appreciative Kiwanians who bought breakfast for our members as a result of our service work, to the children who were absolutely floored when they saw me dressed in a blue crab costume when we volunteered at an environmental organization’s event.”

—Garrett Herrin, vice president, Glynn Academy Key Club in Brunswick, Georgia



Children

If you love working with children and are a babysitter extraordinaire, why not use your skills in your volunteer work as well? You also could help out in your church’s nursery or vacation bible school, serve in an inner-city after-school program or a summer camp or read to preschoolers one-on-one.

FirefliesNY is a New York City-based nonprofit that uses Tae Kwon Do to help children with autism achieve independence and academic success, improved social skills and physical abilities. The organization frequently uses teen volunteers to mentor the children in the program and assist in everyday administrative tasks. Some tasks that teens can assist with are: modeling Tae Kwon Do movements for the children to follow, holding striking targets for sparring, instructing the children in stretching exercises, academics, speech, socialization and leading calming techniques between instructions.

Lisa Chin, CEO of FirefliesNY, says, “After one or two sessions, our volunteers seem to gravitate towards developing the following qualities: desire to work

with children with special needs, desire to be physically active and learn martial arts and being physically capable of working hands-on with the children.”

Learn more at www.FirefliesNY.com.

Other child-service volunteering opportunities

Ronald McDonald House These houses serve the families of ill children while they are being treated for illnesses such as cancer. To find out more, click on “How You Can Help” at <http://rmhc.org>.

The Fresh Air Fund This organization gives inner-city children a summer away with a host family or at a Fresh Air Camp. To find out more, click “Volunteer” at www.freshair.org.

Senior citizens

Perhaps you prefer to work with an older demographic, using your talents and



compassion to brighten the day of an older man or woman

who may be alone much of the time. Locally, there are probably a number of nurs-

Qualities of a good volunteer

- Punctuality
- Responsibility
- Ability to learn quickly
- Compassion
- Leadership skills
- Passion for the cause
- Willingness to try new things

ing homes, senior activity centers and hospitals that would be grateful for the enthusiasm and talents of a local teen.

AFA Teens is the teen division of the Alzheimer's Foundation of America. It gets teens involved in raising awareness about Alzheimer's disease by forming chapters in their communities to hold workshops, fundraisers and health fairs.

Teens also have the opportunity to partner with member organizations and volunteer at care facilities, day centers and hospitals.

Carol Steinberg, executive vice president of the Alzheimer's Foundation of America, says they are looking for "teens with a genuine interest in Alzheimer's disease and who are passionate about the cause. For teens who have been impacted by the disease in their own families, we welcome a desire to be candid about the disease and to share their experiences with others."

To volunteer with AFA Teens, click on "Volunteer Opportunities" at <http://afateens.org>.

Find other opportunities to volunteer with senior citizens by checking out nursing homes, senior centers and hospitals. You can also go to VolunteerMatch.com or Idealist.org and type in your city or postal code to see local opportunities.

“Seeing the relief and joy on a person's face just makes my whole day better. I would recommend this specific type of volunteer work to other teens because it really makes the elderly happy when you help them out.”

—Nick Sianipar, Redlands High School Key Club
Sianipar volunteers at a convalescent home for the elderly



Justice

Is your heart heavy for the children, men and women around the world who are forced into unjust working and living situations? Although we often feel helpless in the face of gross injustice, more organizations are allowing teens to take an active role in saving their international peers from horrible fates.

International Crisis Aid provides resources to the suffering and raises awareness about their plights. One ICA initiative is their Safe Campaign, which rescues girls forcibly sold into the sex trade. They currently have five safe houses in Ethiopia and are working on opening some in the United States, having learned from the FBI that 300,000 girls are at risk of being forced into the sex trade in America! Teen volunteers are advocates of the campaign on their school campuses, where they educate their peers, raise funds and recruit other teen volunteers.

Veronica K. Wright of International Crisis Aid says, "The teenagers who are advocates for ICA are truly amazing individuals! They have a heart to help the girls and a vision of

eradicating this crime in their generation."

To volunteer with International Crisis Aid, visit www.crisisaid.org.

Other justice volunteering opportunities

Invisible Children With this organization, you can fundraise to help free child soldiers in Uganda and build schools for them. Find out more at <http://s4s.invisiblechildren.com>.

Amnesty International Take action through petitions and other fundraising measures to stop injustice across the globe. To find out more, click on "How You Can Help" at www.amnesty.org/en.



Green

Do you have a green thumb and a penchant for recycling? Then you might be interested in volunteering with organizations dedicated to making the earth a better place for us and future generations.

Keep America Beautiful is a national organization that encourages individuals to improve the environment in their own communities. Teen volunteers can assist in a number of ways, including serving on the organization's affiliate board or youth advisory board. They can also participate in litter cleanups, planting programs, recycling initiatives and educational programs.

“My favorite part of volunteering is always seeing the result. Whether the service project is leading a forum, volunteering in a soup kitchen or holding a book drive, the emotion and the sense of accomplishment are truly rewarding.”

—Yoo Eun Kim, Kamiak High School Key Club
Kim teaches teens how to create their own service projects

Cecile Carson of KAB says, "Teen volunteers can find an opportunity with KAB if they have the can-do spirit to make a difference and influence others, are willing to work in challenging conditions involving cleaning up, planting or recycling, and if they are looking for projects that require working as a team or a solo project."

To volunteer with KAB, click on "Get Involved" at www.kab.org.

Other green volunteering opportunities

The Nature Conservancy This U.S. organization protects plant and animal life and their homes in our local communities. To find out more, go to www.nature.org.

Greenpeace This international organization identifies threats to the environment, such as global warming and the destruction of forests, and works to resolve them. To find out more, go to www.greenpeace.org.

Kick-starting their plan for greenspace

“As members of the EnVision Hilo 2025 effort, one that aims to revitalize our downtown, our club decided we did not want to wait until 2025—we wanted to take action now,” says the faculty advisor of the Key Club of Hilo High, Hawaii, Charlene Masuhara.

The club first got involved with the project in 2008 when community leaders were looking for a student perspective in their plans for revitalization.

The Hilo High Key Club jumped at the opportunity, working as a liaison between students and the community action group.

After getting a peek at what was planned for the future of their city, the club didn’t want to wait that long to get involved. Instead, club members wanted to lead others in the community and inspire them to join in the effort.

“We formed a student committee within our club called EnVisionNOW, to help put these words into action,” Masuhara says.

Throughout this civic action process, Key Club members have learned many new skills, including grant writing, budgeting, and how to organize, conduct and analyze a walking audit. As a result, the club is now a lead solutions partner in EnVision Downtown Hilo 2025’s Living Action Plan, which will tackle “green” education and youth-oriented programs.

In addition, through the grants written by members, the club was awarded \$1,000 to fuel two downtown beautification projects.

They’ve made a very visible difference in a relatively short period of time.

“With the assistance of the Downtown Improvement Association, our club has created a pocket park, known as Liholiho Park, downtown,” Masuhara says. “Liholiho Park is one of the few



Left, Hilo High Key Club members go green and get dirty with their adopt-a-pot project to beautify downtown Hilo, Hawaii. Below, a Hilo High club member takes measurements before installing elements of the club’s project.

locations downtown with trash cans and benches, and every four to six weeks our club goes to maintain it. The park is open to the community and is located centrally in town.

“With the assistance of many community partners, our club has made downtown a cleaner, more aesthetically appealing gathering place.”

That’s because in addition to the park, the club also created an “adopt-a-pot” plan and hosted a general cleanup that included the removal of graffiti and cleaning of store windows.

“Although these may be our final results at the moment, this is just the beginning,” Masuhara promises.



Back where they once belonged

What began as a one-time summer project to help their former elementary school teachers move back into their renovated classrooms evolved into a monthly event these Key Clubbers call “Go back—Give back.”

“Many of the Abington (Pennsylvania) Senior High Key Club members who volunteered that first day shared how enjoyable it had been to reconnect, interact with and help the teachers who had been an integral part of their lives,” says advisor Debra Laub Jack. “They were bubbling over with enthusiasm for how much fun they had.”

As a result, the Key Clubbers decided to share the fun and help even more teachers. Once a month, the Key Club provided transportation for members to the elementary school to help their former teachers with bulletin boards, classroom decorations and projects.

Soon enough, word got around and there was a waiting list of teachers



wanting help from their former students. Of course, they also had an ulterior motive, Jack says: “Teachers frequently commented on how much they enjoyed seeing former students all grown up and doing well.”

The arrangement allowed 50 teachers and 136 student volunteers to get reacquainted and, of course, Key Clubbers relieved a bit of the extra work teachers do after regular school hours.

A baby club is born

During the course of a “Go back—Give back” visit by Abington Key Club president Laura Wall to Highland Elementary teacher LaVonda Daniels, the two started talking about Key Club. Daniels, impressed by the program, asked if such a thing was in place for elementary school children.

One thing led to another, “and by November, we welcomed a new K-Kids club—the fourth ‘birthed’ by our club,” says Key Club advisor Debra Laub Jack. “It was a most thrilling and unexpected result of the project.”



PHOTO BY KASEY JACKSON



Abington Senior High School Key Club members make monthly visits to the elementary schools they attended in a service project called “Go back—Give back.” The Key Club members help teachers with bulletin boards and other projects.

Peer support

How St. Andrew High School Key Club members helped at-risk boys in a nearby care center

The Key Club members of St. Andrew High School in Kingston, Jamaica, are helping peers who must rely on the kindness of others to meet their most basic needs.

"It's a fact that many of our children are abused and neglected," says Key Club member Kimisha Blossom. "Children should have their basic needs taken care of, such as shelter, clothes, food, good health and a proper education. The children who attend the St. Andrew Care Centre were not having their basic needs met. It resulted in these boys becoming more aggressive, withdrawn and in some cases left them with a sense that their parents, friends, community and country did not care about them."

The center provides boys in need with a place to live, a behavior modification camp, references to other agencies that can help and skills training such as remedial education, leather craft and computer skills. The Key Club members wanted to show the boys of the center that others do care.

After meeting with the principal to discuss the center's needs and how the club could help meet them, the club got the "go ahead" for a five-point plan:

1. Obtain educational materials.
2. Paint a teaching area.
3. Plan social events.
4. Provide hygiene materials.
5. Establish an awards program.

First, the club had to get sponsorships and donations for some of the materials needed and raise money to purchase the rest. Then, members worked with a



Key Club members in Kingston, Jamaica, generously reach out to their peers in need to let them know someone cares.

teacher to develop an awards program and set up a points system.

In addition, the club went above and beyond their five-point plan, hiring a motivational speaker to help the cen-

ter's boys get excited about a new start.

"Children are the future whether they are rich or poor," Kimisha says. The kindness shown by these Key Clubbers gives everyone more hope for the future.

"Children are the future whether they are rich or poor." —Kimisha Blossom



Buddy building

The Key Club of Hickory High School in North Carolina knows that some students have a tougher time than others. They understand that all students need encouragement and fun to have a lasting enthusiasm for learning. They realize that many of those in need live in their own city. Most importantly, they are doing something about it.

“The Buddy Program is an ongoing project that promotes communication and interaction between Hickory Key Clubbers and nearby elementary school children,” says club advisor Danny Seaver. “Students correspond as pen pals using the school system’s courier service. In the spring, we have a picnic and spend some time on the playgrounds with them. In December each year, we give them a Christmas party complete with food, fruit baskets, gifts and a personal visit with Santa.”

It’s not just any Christmas party, either. Each buddy is given a bucket full of goodies (there are way too many things to fit inside a stocking!), including candy, fresh fruit, hot chocolate mix, instant breakfast mix, cereal bars, gum, a scarf, educational card games, pencils, holiday chocolates, crackers, tissues, lip balm, megaphones and small basketballs from the Hickory High School Cheerleaders, and All-American City pins provided by the City of Hickory.

The buddies also received gifts for their parents or guardians, a hot dog dinner and a visit with Santa—a first for many of the children.

“It was truly amazing to see such a diverse group of kids interacting and enjoying themselves,” says Key Club co-president Phrank Moses.

Seaver believes an important aspect of the project is that the children learn there are people out there who care. But he also notes that the Key Clubbers benefit as well, showing personal growth throughout this rewarding experience.

“I always observe how this experience causes the Key Club members to actually kick in their sense of responsibility and commitment,” he says. “They realize the younger ones look up to them and act accordingly.”



Top left: Key Clubbers help their pals wrap gifts for their parents or guardians. This year, the gifts were oven mitts donated by the Hickory Fire Department. Right column: Santa visits with each buddy—an event that was a first for some of the children—followed by refreshments for all.

RANDOM THOUGHTS

What about adults do you find difficult to understand?



"How they tell us not to do something when life is all about choices

and we need to learn from our experiences."

—Joseph Greer, Notre Dame High School, West Virginia



"Their need for complete control."

—Legley Cumberbatch, Harrison College, Barbados



"How often they work instead of having fun."

—David Morehouse II, New Hartford High School, New York



"They aren't always as determined as teens. They

give up easily."

—Hannah Bobeen, Troy Buchanan High School, Missouri



"They're quick to judge. They need to listen more."

—Kara Cumberbatch, Queen's College, Barbados



PHOTO SUBMITTED BY MELANIE LENG

CHEERING ON THE KIDS The California-Nevada-Hawaii District Division 34S Penguins pose together at the Northern California Kiwanis Special Games in May. The games help children with special needs enjoy a day when their disabilities don't limit them.

Freshman orientation

Amritha Gourisankar, a sophomore at R. L. Paschal High School in Fort Worth, Texas, submitted an essay, "Being a Freshman in Key Club," about her first experiences with the organization. Check out what she has to say in the following excerpt:

"People that I'd only seen once or twice in my life became my friends after spending one weekend together at a Key

Club event, illustrating to me the power of service. I realized as the year went on, that Key Club not only was an organization that served the community, but also one that served its members, by providing them with opportunities to help out and bond with people from their home, school and community."

—Amritha Gourisankar, R. L. Paschal High School, Fort Worth, Texas

Hip, hop, hooray

Check out the Pacific Northwest District's Division 21 cheer, a parody of the Black Eyed Peas' "Imma Bee."

**Imma Bee, Imma Bee,
Imma-Imma-Imma Bee,
We are Division 21,**

**home of the honey bees,
Soaring high, dancing low,
See us fly, as we kick the flow
One-two-three, you guys are wannabees!**

—submitted by Yoo Eun Kim,
Pacific Northwest District secretary

A poet who knows it

*To help another is a very rewarding deed,
Especially since they are in need,
Whether it be with raking leaves or
shoveling snow,
You are helping the community and that's
something to be proud of, you know?
Trick-or-Treat for UNICEF or just a local
project of your own,
It's another square of kindness to the quilt
of community service to be sewn,
There is a myriad of words to describe how
it feels,*

*to be helping out with different projects such
as Meals on Wheels,
Great, heart-warming, useful and I could
go on,
But right now there's someone in need so I
must be gone.
Key Club is the best thing that you will
ever do,
Because it is the only club that while helping
others, it helps you.*

—Lane Northcutt, Franklin County
High School, Frankfort, Kentucky



Fan feedback

We asked our Facebook fans what they'd like to see in KEY CLUB magazine. Jeremy Chua told us to list the 10 Key Clubs with the most members. Here you go, Jeremy!

Largest Key Clubs 2009–10

Martin High School, Texas	633
Hartland Arrowhead, Wisconsin	613
Abington High School, Pennsylvania	472
Cy-Fair High School, Texas	468
Carmel High School, Indiana	447
Eden Prairie High School, Minnesota	443
Cypress Ranch High School, Texas	431
Burbank Senior High School, California	429
Brooklyn Tech High School, New York	428
Cypress Falls High School, Texas	425



PARADE PRIDE Fridley High School (Minnesota) Key Club members participated in the Annual 49ers' Day Parade with a "Surfin' into Service" themed float. During the four-mile parade, the Key Clubbers and their faculty advisor walked and threw candy to the spectators.

Sing along

Ryan Valenzuela and Justin H. Lee from Stockton, California, wrote "How Do You Feel? (The Key Club Song)" and posted a live performance on YouTube. Check it out by searching YouTube for "Key Club how do you feel."



The place to be seen

These pages are called "Your Space" for a reason—because they're a place for you to shine. Do you have something to say or something to share? This is your chance to be published—either in the pages of the magazine or online at www.keyclub.org. E-mail high-resolution photos to keyclubnews@kiwanis.org.

Does Key Club have your correct e-mail address?

E-mail helpline@kiwanis.org
to update your information!

CHANGE SERVICE REQUESTED

Take a risk.

Want to do more with your life?

A Key Leader weekend can show you the way.
You'll do things you've never done before, meet
people you'll never forget and discover how to be
the very best you can be—the best friend, the best
leader, the best member of your community
and the world.

**Take the lead. Do your part.
Get into Key Leader.**



For additional events and registration
information, go to www.key-leader.org.

Fall and Winter Dates

September 17-19

Calumet Camp West Ossipee, NH

September 24-26

Camp Wawbeek Wisconsin Dells, WI

October 1-3

Pilgrim Pines Yucaipa, CA

October 8-10

Mt. Hood Kiwanis Camp Rhododendron, OR

October 15-17

Camp Bob Cooper Summerton, SC

Camp Mihaska Bourbon, MO

Camp Sky Y Prescott, AZ

Chewelah Peak Chewelah, WA

Mountain Chalet Aspen, CO

Sugar Pine Camp Oakhurst, CA

Wesley Pines Gallman, MS

October 22-24

Camp Cedar Glen Julian, CA

Lakeside Camp Pittsfield, MA

St. Ignatius HS Grand Cayman, BWI

Windy Peak Outdoor Lab Bailey, CO

October 29-31

Camp Rancho Framasa Nashville, IN

Circle Square Ranch Arden, Ontario, Canada

East Bay Camp Hudson, IL

Tim Horton Children's Camp . Tatamagouche, NS, Canada

November 5-7

Camp Istrouma Greenwell Springs, LA

Camp Tanako Hot Springs, AR

Circle Square Ranch Brantford, Ontario

Eastern 4-H Center Gretna, NE

November 12-14

Camp Jones Gulch La Honda, CA

Recreation Unlimited Ashley, OH

Silver Bay Silver Bay, NY

Willwood Hills St. Charles, IA

December 10-12

Camp Lebanon Lebanon, NJ