

Key Club International Recognition Programs

Members of clubs in good standing with Key Club International are eligible to submit applications for the program's various contests and awards. The first-place winners from each organized Key Club district are forwarded to Key Club International as part of the district's report. (Note: For the Year-in- Review category, both the first- and second-place winners should be forwarded). If a district does not hold a contest, an entry may be selected by alternative means and certified by the district administrator's signature. Clubs in areas without districts should submit their entries directly to Key Club International.

Questions on international recognition programs?

E-mail: keyclubinfo@kiwanis.org

Phone: 317-875-8755 (ext. 411) or 800-KIWANIS (ext. 411).

Overview

[Recognition programs for individuals](#)

[Key of Honor:](#) The highest recognition award presented by Key Club International to an individual who has made a lifelong positive impact upon youth in general and Key Club specifically, or to an organization that should be honored for long-term support of youth and the Key Club program. This award is for advisors, not current Key Club members.

[Nininger Award:](#) Recognition for special merit given only to high school students. Awarded to members who have demonstrated excellence and outstanding achievement as members of their Key Club.

[Oratorical Contest:](#) Key Club members create an original speech (maximum of five minutes) in response to that year's prompt. The contest is judged based on the content and delivery of the speech.

[Talent Contest:](#) A contest that showcases the diverse talents of Key Club members from all around the globe. All talent entries that are entertaining and in good taste are eligible if they meet the requirements detailed in the talent contest rules.

[Recognition programs for clubs](#)

[Distinguished Club Award:](#) Recognition of individual Key Clubs for their overall performance in the combined areas of club administration, membership and leadership development, Kiwanis family involvement, service and fundraising.

[Member Recruitment Poster Contest:](#) A non-digital and digital poster contest designed to recruit new members for Key Club! Judging is based on originality, creativity, effectiveness for membership recruitment and overall appearance and artistic expression.

[Promotional Video Contest:](#) Key Clubs submit a student-created video that reflects Key Club. The goal is to promote Key Club International as an organization and/or a Key Club within its respective school/community.

[Year in Review Contests \(Scrapbooks\):](#) Key Clubs showcase their achievements throughout the service year through traditional and digital scrapbooks. Traditional scrapbooks consist of physical items, while digital scrapbooks use non-physical, online media. Both types of scrapbooks are divided into six categories with each

category having numbered pages. A table of contents is included at the beginning of the scrapbook.

Major Emphasis Award: Recognition of the Key Club that has demonstrated exceptional effort in completing the best project on a local scale related to the theme of "Children: Their Future, Our Focus."

Single Service Award: Recognition of individual Key Clubs for the single best service project. The club's service project shall be planned, organized and produced by the Key Club and shall either occur on a single day, occur on consecutive days or recur on different days with the aim of achieving a goal.

Signature Project Award: Recognition of clubs for recurring projects that make a positive impact on communities. These projects must have been conducted at least annually for the past three to five years (with exceptions for COVID-19), and the clubs must have become known for them in their communities.

RECOGNITION PROGRAMS FOR INDIVIDUALS

KEY OF HONOR

The Key of Honor is the highest recognition award presented by Key Club International. The recipient will be 1. an adult who has made a lifelong positive impact upon youth in general and Key Club specifically, or 2. an organization that should be honored for long-term support of youth and the Key Club program. The Key of Honor will be presented at the Key Club International convention. A formal announcement of the award will be made by the highest-ranking officer of Key Club International present at the recipient's home district convention if the recipient is in attendance. Nominations for the award can be made by a Key Club or an individual Key Club member, according to the following criteria:

- A. All nominations must be in one shareable folder or portfolio. This is for ease of handling only and has no bearing on how the nomination will be judged. Submit nominations [here](#).
- B. All nominations must contain the following:
 1. **Letter of nomination.** This letter should be written by the nominating Key Club member or a committee of individuals within the nominating Key Club, and it should provide a nomination statement, basic overview of the candidate and the reason for the nomination.
 2. **Biographical information.** This should include schools/colleges attended, community involvements, occupation/business interests, Kiwanis family and other youth service affiliations, and other pertinent biographical information.
 3. **Letters of recommendation.** A maximum of 20 letters may be submitted; however, only the first seven will be considered in the award judging. The letters may be divided into any categories desired. All letters should be signed by their composers and accompanied by a contact phone number and email address.
 4. **Letter of summation.** This letter should be written by the individual or committee who made the nomination. It should summarize the letters of recommendation and the applicant's personal history, including reasons why the nominee is deserving of this highest honor.
 5. **Additional information.** Up to eight pages of additional information including photos, news articles, etc., may also be included in the nomination package.
- C. No more than two Keys of Honor may be awarded in any year.
- D. The selection of the recipient will be made based solely on the presentation received, rather than the Key Club International board's knowledge of the nominee.
- E. Nominations must be received at the Key Club International Office on or before the first Friday following January 5 of each year.

NININGER MEDAL

The Sandy Nininger Medal is to be given for special merit only to high school students.

In 1946, the Sandy Nininger medal was created for Key Club members who distinguish themselves by making the most of their opportunities. Like Sandy, these members inspire us all to care deeply, engage enthusiastically and make the most of our lives. Honor a Key Club member with the Sandy Nininger Award by purchasing the medal and certificate on the [Kiwaniis store website](#).

ORATORICAL CONTEST

Please follow instructions from your district administrator on submitting an entry for your district oratory contest. You may need to submit a recording before the contest begins.

OFFICIAL RULES

- A. The subject for all orations will be determined ahead of time and distributed to clubs via email and news stories on keyclub.org.
- B. The first-place orator from each Key Club district will be eligible to compete in the International Oratorical Contest. A video is required in the entry form for international competition. If a district does not hold a contest to determine its first-place orator, the district may select an orator by other means and certify them with the district administrator's signature. Orators located within a non-districted area should email the entry form and a video of their speeches to Key Club International, keyclubinfo@kiwanis.org, to enter the competition.
- C. The content and presentation of the oration must be original and completely developed by each orator. Content and presentation will be considered equally in judging.
- D. Each orator will be allowed a maximum of five (5) minutes for their presentation. Exceeding the time limit by 10 seconds or more will result in a penalty unless extenuating circumstances exist.
- E. Video submissions must be continuously filmed; separate clips edited together are not permitted.
- F. Each orator must be a member of a Key Club in good standing with Key Club International.
- G. Judging and awarding points will be based on the following criteria:

Content: 50 points total	
Clarity of message and projection of ideas	15 points
Structure, grammar, transitions and flow	15 points
Depth	5 points
Originality	15 points
Presentation: 50 points total	
Presence, posture, gestures and ability to engage the audience	15 points
Voice, tone, diction, effectiveness and pronunciation	15 points
Ease of presentation and intimacy with the audience	15 points
Attention to the audience	5 points

- H. Prior to the Key Club International convention in July, elimination trials will be held among each district's winning video submission. By the first Friday in June, the Key Club International Board will select no more than three orators to appear before the entire convention. The top three orators will be invited to present their speech live during the international convention.
- I. Oratory finalists will receive suitable awards and recognition for their excellence in public speaking.
- J. Winning orations in written and electronic form (video) will become the property of Key Club International. Key Club International reserves the right to publish winning orations in any medium, providing appropriate credit to the orator.
- K. The decision of the judges is final, and no changes, alterations or regrading will take place after the results have been certified by the judges of this contest.

Celebrating a Century of Service: Key Club International's 100th Anniversary

2025 Oratory Topic:

As we celebrate the 100th anniversary of Key Club International as an organization, we honor the legacy of servant leadership that has positively impacted countless people. Reflect on your personal experiences as a Key Club member and how they have contributed to this century-long impact. How has your involvement shaped your growth, and what do you envision for the future of Key Club as it continues to empower the next generation of high school students?

ORATORICAL CONTEST ENTRY FORM

Name of Contestant:
Contestant's Preferred Pronouns:
Contestant Email Address:
Name of Contestant's Key Club:
Key Club ID, found on keyclub.org/muc :
Address of the Contestant's Key Club:
Name of Key Club Advisor:
Email addresses for Key Club Advisor:
Shareable link of entry:
Signature of Faculty Advisor or Kiwanis Advisor:
<i>This certifies that this entry is original and was created in accordance with copyright laws.</i>

District administration team:

Please complete the section below to certify submission.

This entry placed first at district convention.

This entry was selected by other means and was approved for entry for international competition by the Key Club district administrator.

Signature of district official:

TALENT CONTEST

Please follow instructions from your district administrator on submitting an act for your district talent contest. You may need to submit a recording before the contest begins.

The Key Club International Talent contest will be conducted according to the following rules.

TALENT CONTEST OFFICIAL RULES

- A. All entries shall be in good taste and appropriate to the standards set by the Objects of Key Club International.
- B. All participants in an act must be members of a Key Club in good standing with Key Club International. In a group act, all members must be from the same district.
- C. The time limit on each performance of the act at a general session of the convention should not exceed six minutes.
- D. Any materials (props, instruments, costumes, etc.) that are needed for each performance must be supplied by the contestants who participate in that performance.
- E. District talent acts must be certified by the district administrator and in attendance at the international convention to compete in the international Talent Contest. Talent acts from non-districted areas should email Key Club International the entry form and a video of their act. All acts must be approved by the Key Club International president and in attendance at the international convention to compete in the International Talent Contest.
- F. To be eligible for the international contest, the entry that wins the district contest must be received by the Key Club International office no later than the first Friday in May.
- G. Each Key Club may participate in no more than one act entered in the International Talent Contest.
- H. All acts entered in the International Talent Contest will be required to demonstrate their ability and entertainment appeal at preliminary auditions (time and place to be announced in the convention program). At this time, the most entertaining six to eight acts will be selected to appear in the International Talent Show as finalists.
- I. The decisions of the judges are final, and no changes, alterations or regrading's will take place after the results have been certified by the judges of this contest.
- J. Any Key Club entertainment on the convention program prior to the International Talent Show cannot participate as a judged act.
- K. Judging for this contest will be based on the following criteria and point values:

Content	20 points
Performance and entertainment value	30 points
Poise and confidence	10 points
Audience response	20 points

TALENT CONTEST ENTRY FORM

Name(s) of contestants: Name of talent act:

Email address for contestant(s):

Name of contestants' Key Club:

Key Club ID, found on keyclub.org/muc:

H_

Address of contestants' Key Club:

Name of Key Club advisor:

Email addresses for Key Club advisor:

Shareable link of entry:

Signature of faculty advisor or Kiwanis advisor:

This certifies that this entry is original and was created in accordance with copyright laws.

District administration team:

Please complete the section below to certify submission.

This entry placed first at district convention.

This entry was selected by other means and was approved for entry for international competition by the Key Club district administrator.

Signature of district official:

RECOGNITION PROGRAMS FOR CLUBS

DISTINGUISHED CLUB AWARD

The Distinguished Club Award recognizes individual Key Clubs for their overall performance in the combined areas of club administration, membership and leadership development, Kiwanis family involvement, service, and fundraising as judged against a pre-established standard of excellence.

- A. Entries must use the official Annual Achievement Report form. All entries in the Club Achievement Awards program will be dually entered in the Distinguished Club program. Both parts of the report must be printed in black or blue ink or typed using Adobe. This report should be submitted to the Key Club district prior to its convention, as directed by the proper Key Club district official(s).
- B. Every Key Club must file the report, regardless of total points, per Key Club International Board policies. Entries will be judged based on percentage of accumulated points the club achieves in the Annual Achievement Report categories. Clubs achieving a certain score or higher shall be designated as Distinguished Clubs.
- C. Only activities that occurred during the district administrative year should be included in the report. Clubs existing within a non-districted area should report activities occurring between May 1 and the following April 30.
- D. Disqualification from the Club Achievement Award program will also mean disqualification from the Distinguished Club Award program. Follow the instructions as indicated on this form. Failure to follow any rule may result in disqualification.
- E. Key Club International will provide suitable recognition for each district to present to Distinguished Clubs at the District Convention. The decision of the judges is final.
- F. The point value to achieve the Distinguished Club–Diamond Level will be determined ahead of time by the Key Club International Board.



2024-2025 Key Club Annual Achievement Report

Each Key Club must complete and submit this report to its district board, prior to its district convention, according to the guidelines set by its own district. Please read the rules before completing this form. If you complete this form on Adobe, totals will be automatically calculated.

Key Club International distinguished club rules

1. The filing of the report is needed for every Key Club, regardless of total points, per Key Club International Board policies.
2. Both parts of the report must be printed in black or blue ink or typed using Adobe.
3. Follow the instructions as indicated on this form. Failure to follow any rule may result in disqualification.
4. The report should contain club activities occurring between the district convention each year.
5. Upon completion of the report, the club may score its own report according to the scoring directions shown in the right-hand column on each page; tabulate the scores from each section in Part Three.
6. This report should be submitted to the Key Club district prior to its convention, as directed by the proper Key Club district official(s).
7. The district may recognize clubs achieving predetermined scores as "distinguished club" or "distinguished club-diamond level."

Club contact information

Name of Key Club:			
Key Club Division:		Club ID number H	
Street address (for July mailing):			
City:	State/province:	Postal code:	Country:
Faculty advisor name:		Faculty advisor email:	

Club membership

1. Enter the total number of actual club members as of December 1 _____ and February 1 _____.
2. Average the numbers entered in (a) and (b) above. Round to the nearest whole number and enter the average in the box. This is the number that will be used for calculations elsewhere in this report.

Certification

These signatures certify the validity and accuracy of the information contained herein. The school and Kiwanis club signatures cannot be by the same person.

Key Club president:
Kiwanis Club president or advisor:
School principal/director or faculty advisor

PART ONE: Club information

A. Key Club administration – 22 Points possible

Club meetings

	Your answer	Scoring	Your point totals here:
1. Club meetings (online or in person):			
a. How many meetings (include general, board, and committee) during the Key Club year were attended by the faculty advisor?		1 point for every 5 meetings, to a maximum of 5 points.	
b. In how many meetings (include general, board, and committee) during the Key Club year did the lieutenant governor present or speak?		1 or more is 1 point.	
c. How many meetings (include general, board, and committee) occurred before the start of the school year?		1 or more is 1 point.	
d. How many meetings occurred as board meetings?		10 or more is 2 points, 5-9 is 1 point.	
e. Average club meeting (online or in person) attendance percentage: Include all general club meetings, round to nearest whole number.		80% or more is 4 points, 60 – 79% is 3 points, 50 - 59% is 2 points, 40 – 49% is 1 point.	

Club reports

	Your answer	Scoring	Your point totals here:
2. Club election report completed and submitted on time to district:	Yes/No	If yes, 1 point.	

Dues payment

	Your answer	Scoring	Write point totals here:
3. Dues payment date:		By Nov. 1, 3 points. By Dec. 1, 1 point.	

Division involvement

	Your answer	Scoring	Write point totals here:
4. Activities in which the club participated:			
a. Division of region/zone events.	Yes/No	If yes, 1 point.	
b. Presidents or divisional council meeting(s).	Yes/No	If yes, 1 point.	
c. Division-wide rally or service project.	Yes/No	If yes, 1 point.	

Club communications

	Your answer	Scoring	Write point totals here:
5. Please indicate which, if any of the following forms of communication with members the club utilized.			
<input type="checkbox"/> Social media platforms <input type="checkbox"/> Club website <input type="checkbox"/> Messaging system <input type="checkbox"/> Club newsletter / other publications <input type="checkbox"/> Posters/bulletin board announcements		If 3 or more used – 2 points.	

Total for Section A			Write point totals here:

B. Club membership – 16 points possible

Education and development programs

	Your answer	Scoring	Write point totals here:
1. Did the club provide a special program for new-member induction, including a ceremony, and pin presentation?	Yes/No	If yes, 2 points.	
2. Did the club provide a formal program for member orientation and education including the new-member handbook, Key Club newsletter, videos, etc.?	Yes/No	If yes, 2 points	

Convention attendance

		Scoring	Your point totals here:
3. How many attended a district-wide event this year (online or in person)? Members: _____ Advisors: _____		1 point per member (2 points maximum). 1 point per advisor (1 point maximum).	
4. How many attended the Key Club International Convention this year? Members: _____ Advisors: _____		1 point per member (2 points maximum). 1 point per advisor (1 point maximum).	

Membership activities

	Your answer	Scoring	Your point totals here:
5. How many club social activities were held for all club members?		3 or more is 2 points. 1-2 is 1 point.	
6. How many inter-clubs were held with other Key Clubs?		5 or more is 2 points. 3-4 is 1 point.	

Membership growth

	Your answer	Scoring	Your point totals here:
7. Was there an increase of dues-paid members over the previous year? If so, how many more members?		The greater of: 10 members or 10% is 2 points; 5 members or 5% is 1 point.	

Total for Section B			Your point totals here:

C. Leadership development – 10 points possible

Key Club officer training

	Your answer	Scoring	Write point totals here:
1. Did your club participate in formal officer training? (online or in-person)	Yes/No	If yes, 2 points.	
2. Did the faculty and/or Kiwanis advisor participate in any advisor training? (See keyclub.org/muc for e-training. Include all workshops & webinars.)	Yes/No	If yes, 2 points	

Key club leadership training and development

	Your answer	Scoring	Write point totals here:
3. a. Indicate the following leadership development opportunities attended by your club officers online or in person in: _____ Regional Training Conferences. _____ Divisional training. _____ District convention workshops. _____ Key Leader event. _____ Global Leadership Certificate.		If 2 or more, 2 points.	
b. Indicate the following leadership development opportunities attended by your club members online or in person. _____ Divisional training. _____ District convention workshops. _____ Key Leader event. _____ Global Leadership Certificate.		If 2 or more, 2 points.	
4. During the past year, has the club included: a. A candidate for district or international office?	Yes/No	If yes, 1 point.	
b. A district or international officer or committee member?	Yes/No	If yes, 1 point.	

Total for Section C			Your point totals here:

D. Kiwanis family involvement – 8 points possible plus 4 bonus points possible

Sponsoring Kiwanis Club interaction (online or in-person)

(See scoring section for point totals if club has no sponsor)

	Your answer	Scoring	Your point totals here:
Has sponsoring Kiwanis club advisor attended a minimum of 50% of Key Club meetings, online or in person?	Yes/No	If yes, 2 points.	
2. Have Key Club members attended a minimum of four meetings of the sponsoring Kiwanis club, online or in person?	Yes/No	If yes, 2 points	
3. Has the Key Club participated in two or more joint service projects with the sponsoring Kiwanis club, online or in person?	Yes/No	If yes, 2 points	
4. Has the Key Club presented two or more programs at a Builders Club or K-Kids meeting?	Yes/No	If yes, 2 bonus points	
5. Has the Key club jointly sponsored a Builders Club or K-Kids club with its sponsoring Kiwanis club? Provide the club's name:	Yes/No	If yes, 2 bonus points	

Kiwanis family interaction

	Your answer	Scoring	Write point totals here:
Has the Key Club participated in at least one service project or event with a Kiwanis club (other than its sponsor), CKI club, Builders Club, K-Kids or other Kiwanis family organization?	Yes/No	If yes, 2 points.	
Total for Section D			Write point totals here:

PART TWO: Club service

A. Service projects – 50 points possible

List **all** service projects, organized by month, that the Key Club has completed online or in person during the administrative year. Combine recurring projects (example: daily flag raising and lowering) on a single line. Include the month, a brief project description, number of members participating, and number of service hours produced by Key Club members for the project. Key Club International Board Policy F. defines a service hour as any hour of service performed by an individual Key Club member with the approval of their club's board of directors. Total the number of projects and enter in the scoring box.

	Project description	Month	# Members	Time spent	Service hours
Example:	Read at primary school	April	12	1 hour	12
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					

A. Service projects (continued)

	Project description	Month	# Members	Time spent	Service hours
Example:	Read at primary school	April	12	1 hour	12
26					
27					
28					
29					
30					
31					
32					
33					
34					
35					
36					
37					
38					
39					
40					
41					
42					
43					
44					
45					
46					
47					
48					
49					
50					

Total for part two, section A.	Total service projects	Scoring	Write point totals here:
		Each project is 1 point, with a 50 point maximum.	

B. Service hours – 60 points possible

Calculate the total of service hours performed by members of the Key Club from the projects reported above. Divide the service hour total by the number of members (listed in the membership box on the front page of this form). This is the average for service hours. Round to the nearest whole number. Enter that number in the scoring box below.

Total for section B	Service hour total	Average number of members	Service hour total/ member total	Scoring	Write point totals here:
Average service hours				Each average service hour is 1 point, with 60 points maximum.	

C. Service fundraising – 20 points possible

Total the money raised by the Key club for nonprofit, educational and other charitable purposes. Convert the funds raised to US\$. Enter that figure on the blank to the right.

\$US: _____

Divide the US\$ figure by the number of members (listed in the membership box on the front page of this form). Enter that figure on the blank below.

Average number of members:

Round to the nearest whole number. Enter that number (maximum 20) in the scoring box.

Total for section C	\$US/member:	Scoring	Write point totals here:
Service fundraising		1 point for every \$US per member, with 20 points maximum.	

PART THREE: Scoring

Transfer the total score for each section to the proper box below. Note that there are separate point collection areas for Key Clubs with a Kiwanis sponsor and Key Clubs without a Kiwanis sponsor. Be sure to enter your club's scores in the correct location. Add the seven section totals to determine the final report score. Enter this total in the REPORT SCORE box to the right of the chart below.

PART ONE

PART TWO

Section:	A.	B.	C.	D.		A.	B.	C.	Final score
POINTS Sponsored by a Kiwanis club									186 possible points
POINTS No sponsoring Kiwanis club									182 possible points

MEMBER RECRUITMENT POSTER CONTEST

Each Key Club may enter one of the two following contests.

Non-Digital Poster Contest or Digital Poster Contest

MEMBER RECRUITMENT POSTER CONTEST OFFICIAL RULES

- A. The first-place winners from both the Non-Digital and Digital Member Recruitment Poster Contests from every Key Club district will be eligible to compete in the contest. If a district does not hold a district contest using the prescribed rules, the district may select an entry by other means and certify it with the district administrator's signature. Clubs within a non-districted area should email their entries to Key Club International by the first Friday in May.
- B. The poster should be designed to recruit new members for Key Club and should not bear the name of any school, community or district.
- C. The non-digital poster must be approximately 18 inches (457.2 millimeters) x 24 inches (609.6 millimeters) in dimensions. The digital poster dimensions should have an aspect ratio of 9:16 or 1:1.
- D. Posters will be judged according to the following criteria:

Originality and creativity	50 points
Effectiveness for member recruitment	25 points
Appearance and artistic expression	25 points

- E. To be eligible for the international contest, the entry that wins the district contest must be received by the Key Club International office no later than the first Friday in May.
- F. Suitable awards will be presented to first, second and third place posters at the international convention.
- G. Winning entries will become the property of Key Club International and will not be returned to clubs. Key Club International reserves the right to reproduce any winning contest entry, providing appropriate credit to the Key Club and artist.
- H. **All entries shall be in good taste and appropriate to the standards set by the objects of Key Club International and the brand guide.**
- I. The decision of the judges is final, and no changes, alterations or regrading will take place after the results have been certified by the judges of this contest.
- J. The following information must be submitted with each entry:
 - a. Name of the Key Club and district.
 - b. Contact name and information for the artist(s) producing the poster. The artist(s) must be a Key Club member(s).

MEMBER RECRUITMENT POSTER CONTEST ENTRY FORM

Name of artist(s):

Artist's preferred

pronouns: Email

address for

artist(s):

Name of artist's Key Club:

Key Club ID, found on keyclub.org/muc:

H

Address of the artist's Key Club:

Name of Key Club advisor:

Email addresses for Key Club advisor:

Shareable link of entry:

Signature of faculty advisor or Kiwanis advisor:

This certifies that this entry is original and was created in accordance with copyright laws.

District administration team:

Please complete the section below to certify submission.

This entry placed first at the district convention.

This entry was selected by other means and was approved for entry for international competition by the Key Club district administrator.

Signature of district official:

KEY CLUB PROMOTIONAL VIDEO

The video promotional contest encourages Key Clubs to create and submit a video that promotes Key Club International as an organization and/or a Key Club within its respective school/community. The Key Club International Promotional Video Contest will be conducted according to the following rules.

PROMOTIONAL VIDEO CONTEST OFFICIAL RULES

- A. The first-place promotional video winners from each Key Club district will be eligible to compete in the contest. If a district does not hold a contest using the prescribed rules, it may select an entry by other means and certify it with the district administrator's signature. Clubs within a non-districted area should email their entries to Key Club International.
- B. The promotional video must be produced by club members only at **a cost not exceeding US\$300.**
- C. The video should promote Key Club as an organization and/or the Key Club within its respective school/community.
- D. The length of the completed video should be **no more than 60 seconds.**
- E. The video must be submitted online containing **no copyrighted music.**
- F. The following information must be submitted with each entry:
 - 1. Name of the Key Club and district.
 - 2. Contact name and information for a Key Club member responsible for the submission.
 - 3. Itemized list of all costs associated with the video production, including cost of the video.
- G. Videos will be judged according to the following criteria:

Promotional value	
Originality	10 points
Promotion of Key Club	20 points
Clarity of message	20 points
Quality of production	
Sound	10 points
Picture	10 points
Overall impression	30 points

- H. Suitable awards will be presented to first, second and third place at the International Convention.
- I. To be eligible for the international contest, the entry that wins the district contest must be received by the Key Club International office no later than the first Friday in May.
- J. All entries will become the property of Key Club International and will not be

returned to clubs. Key Club International reserves the right to reproduce or broadcast any contest entries. Winners of the international video contest will be uploaded to the Key Club International YouTube channel following the International Convention.

- K. All entries should be in good taste and appropriate to the standards set by the Objects of Key Club International.
- L. The decision of the judges is final, and no changes, alterations or regrading will take place after the results have been certified by the judges of this contest.

PROMOTIONAL VIDEO CONTEST ENTRY FORM

Name of Key Club:

Key Club ID, found on keyclub.org/muc:

H__

Address of the Key Club:

Name of Key Club advisor:

Email address for Key Club advisor:

Shareable link of entry (required):

Copyright free song title(s) and publishing company for music.

Signature of faculty advisor or Kiwanis advisor:

This certifies that this entry is original and was created in accordance with copyright laws.

District administration team:

Please complete the section below to certify submission.

This entry contains no copyrighted material.

This entry placed first at the district convention.

This entry was selected by other means and was approved for entry in the international competition by the Key Club district administrator.

Signature of district official:

YEAR IN REVIEW CONTEST

The year in review contest is designed to showcase each club's hard work and dedication during the Key Club year. The contest is split between traditional and digital scrapbooks. Key Clubs should submit their scrapbooks to their districts according to the instructions provided by the district administrator.

YEAR IN REVIEW CONTEST OFFICIAL RULES

- A. A Key Club may enter either a traditional or digital scrapbook containing pictures, souvenirs, examples, news clippings, etc., of its activities during the club administrative year (defined as the time from district convention to district convention).
- B. Each scrapbook must be divided into these six categories: service to school; service to community; fundraising projects; Kiwanis family interaction; Major Emphasis involvement; and miscellaneous. (The Major Emphasis theme is Children: Their Future, Our Focus.)
- C. Each category must be separated accordingly, and pages or slides must be organized with a table of contents included at the beginning of the scrapbook. Judges will deduct five points for missing divisions between categories or title slides and five points for a missing table of contents.
- D. To be eligible for the international contest, the entry that wins the district contest must be received by the Key Club International Office no later than the first Friday in May.
- E. Only the first- and second-place district winners in each category will be eligible to compete in the international contest. If a district does not hold a contest, it may select an entry by other means and certify it with the district administrator's signature. Clubs within a non-districted area should submit their entries to Key Club International by the first Friday in May.
- F. Each traditional scrapbook must be made of pages no larger than 14 x 14 inches (35.5 x 35.5 cm). For digital scrapbooks, PPT, PPTX, ODP and PDF are all supported presentation file types.
- G. Scrapbooks will be judged on a point system as follows:

Visuals – 30 points total	
Artwork and decorations	15 points
News articles and photos	15 points
General content – 80 points total	
Service to school	20 points
Service to community	20 points
Fundraising projects	10 points
Assistance to Kiwanis projects	10 points
Involvement with Major Emphasis Program	10 points
Miscellaneous	10 points

- H. The contest entry form must contain the following: Key Club name, city, state/province, district and an itemized budget for the scrapbook. This statement must be signed by the Key Club president and faculty advisor, stating that **the entry's retail cost value (including photographic materials) does not exceed US\$300**. Failure to comply with this rule will result in disqualification.

- I. Each scrapbook being judged at the International Convention MUST be the exact same scrapbook judged at the district convention. Any alterations in the scrapbook will result in disqualification.
- J. Traditional scrapbook entries must be brought to the Key Club International convention office during registration. Digital scrapbook entries must be submitted with a shareable link.
- K. Suitable prizes will be awarded for first, second and third place scrapbooks judged best on the basis of visuals and content.
- L. The decisions of the judges are final, and no changes, alterations or regrading will take place after the results have been certified by the judges of this contest.

YEAR IN REVIEW CONTEST ENTRY FORM

Name of Key Club:

Key Club ID, found on keyclub.org/muc:
H

Address of Key Club:

Name of Key Club advisor:

Email address for Key Club advisor:

Shareable link of entry (required):

Signature of faculty advisor or Kiwanis advisor:

This statement must be signed by the Key Club Advisor stating the scrapbook's retail cost value (including photographic materials) does not exceed the amount of US\$300.

District administration team:

Please complete the section below to certify submission.

This entry placed first at district convention.

This entry was selected by other means and was approved for entry in the international competition by the Key Club district administrator.

Signature of district official:

MAJOR EMPHASIS AWARD

The Major Emphasis Award is given to the Key Club that has produced, through its unselfish efforts, the best Major Emphasis Project of the year. Any project completed on a local scale according to the theme of "Children: Their Future, Our Focus" shall be considered a Major Emphasis project.

MAJOR EMPHASIS CONTEST OFFICIAL RULES

- A. Only one winner in the district contest will be eligible for entry in the international competition.
- B. The report must be typed and completed in its entirety. Each section in the report (see governing rule G) must begin on a new page with a section heading. There is no word limit. The official Major Emphasis Involvement Report cover sheet must accompany all entries.
- C. In the report, specifically describe activities related to youth leadership development during the Key Club year. The report may include copies of news articles, photos or other pertinent information. Both hands-on service projects and fundraising efforts are eligible for this award.
- D. Awards will be given to the first-, second- and third-place Major Emphasis reports at the International Convention. There are no platinum, silver, gold or bronze divisions in this contest.
- E. To be eligible for the international contest, the report that wins the district contest must be received by the Key Club International Office no later than the first Friday in May.
- F. The decisions of the judges are final, and no changes, alterations or regrading will take place after the results have been certified by the judges.
- G. Descriptions and point values for each required section are as follows:

Need: establish in what way the project deals with the Major Emphasis.	10 points
Plan: Describe how the project was organized.	10 points
Implementation: Describe the steps taken to implement the plan.	20 points
Final results: Describe the benefits of the service rendered.	20 points (NEW)
Partnerships with the Kiwanis family and other organizations: Describe actions and partnerships formed. Describe how the project was publicized.	10 points
Percentage of club members participating 1-9% = 1 point 50-59% = 6 points 10-19% = 2 points 60-69% = 7 points 20-29% = 3 points 70-79% = 8 points 30-39% = 4 points 80-89% = 9 points 40-49% = 5 points 90-100% = 10 points	10 points
Club's overall program dealing with the Major Emphasis: Describe any other projects/programs your club implemented to address the Major Emphasis. Describe how your club worked with the Major Emphasis during other parts of the year.	20 points (NEW)

MAJOR EMPHASIS INVOLVEMENT REPORT COVER SHEET

Name of Key Club:

Key Club ID, found on keyclub.org/muc:

H

Project name:

Total service hours involved:

Brief description of project:

Address of Key Club:

Name of Key Club advisor:

Email address for Key Club advisor:

Shareable link of entry:

Signature of faculty advisor or Kiwanis advisor:

This certifies that this report, including the activities described in and preparations for the report, was performed by official Key Club members.

NOTE: All signatures are required.

District administration team:

Please complete the section below to certify submission.

This entry placed first at district convention.

This entry was selected by other means and was approved for entry for international competition by the Key Club district administrator.

Signature of district official:

Major Emphasis Contest Rubric

Description	100% Exemplary	85% Accomplished	75% Developing	60% Incomplete	Score	Comments/Explanation?
Service need; 10 points	The Key Club has effectively identified the issue and population to be served in an understandable way and is able to demonstrate need with verifiable facts, statistics, or data.	The Key Club has identified the issue and population to be served in a general way and includes some facts, statistics, or data.	The Key Club identified an issue but the connection to the population is unclear due to a lack of information about the community.	The Key Club has not given a clear description of the issue and population to be served and there are no facts or data to demonstrate the need.		
Plan; 10 points	There are detailed descriptions of the major steps and events of the project. There is a solid, diversified fundraising plan which seeks multiple sources of funding.	There are some descriptions of the major steps and events of the project. There is a fundraising plan which seeks sources of funding.	The project method lacks details or shows signs of potential problems. The fundraising plan does not state if other sources of funding were considered.	The major steps and events of the project are not clear. There is no financial plan.		
Implementation; 20 points	The leaders and general members involved in the project successfully completed the service plan. There is evidence that members demonstrated flexibility and adapted the plan as needed for implementation.	The leaders and general members involved in the project completed the service plan. There is some evidence that members demonstrated flexibility and adapted the plan as needed for implementation.	The leaders and general members involved in the project completed the service plan. There is some evidence of adaptability.	The plan was rigidly implemented and may have caused problems due to a lack of adaptability.		
Results; 25 points	Successful implementation of this service project leads to changes in societal conditions and individual lives. The project aims to develop the Key Club core values of leadership, character building, caring and inclusiveness. The Key Club has addressed the root causes and not merely symptoms of community problems.	Successful implementation of this service project may lead to changes in societal conditions and individual lives. The project aims to develop the Key Club core values of leadership, character building, caring and inclusiveness. The Key Club has addressed some causes of community problems in some way.	There is potential for the Key Club core values to be developed. The Key Club addressed some causes of community problems but there is a weak connection between the service project and the impact.	The implementation of this service project may have some type of unforeseen negative side effect due to the nature of the service. The project does not pertain to the Key Club core values of leadership, character building, caring and inclusiveness. The Key Club has not shown signs of considering the causes of community problems.		
Percentage of member participation; 10 points	The project is designed to have all club members actively engaged.	The project includes active engagement of club members.	There is some engagement of club members.	Only a few club members will be engaged in the project.		
Partnerships; 10 points	The project reflects collaboration between two or more organizations and the role of each organization is clear and logical. Efforts made support partnership and collaboration. There is strategic involvement and feedback from the people who would benefit from the project. There are references to the research done in the community.	The project reflects collaboration with another organization. Efforts made support partnership and collaboration. There is some involvement and feedback from the people who would benefit from the project. There are some references to the research done in the community.	The project reflects some collaboration with another organization but there is little partnership in the project. Feedback and involvement from the community is possible but research is still needed.	The project does not include collaboration or partnership with any other organization. The project does not include feedback or involvement with the people being served. No research has been done.		
Overall major emphasis involvement; 25 points	The club's overall program show successful implementation of the theme, "Children: Their Future, Our Focus" in more than one way. The club worked with the theme during multiple times of the year.	The club's overall program show successful implementation of the theme, "Children: Their Future, Our Focus." The club worked with the theme during more than one time of the year.	The club's overall program shows implementation of the theme, "Children: Their Future, Our Focus" with the potential for future success. The club worked with the theme in more than one way.	The club's overall program does not show implementation of the theme, "Children: Their Future, Our Focus." The club does not work with the theme during the year.		
					0	

SINGLE SERVICE AWARD

The Single Service Award program recognizes individual Key Clubs for their single best service project.

SINGLE SERVICE CONTEST OFFICIAL RULES

- A. A qualifying single service project shall be defined as a club service project planned, organized and produced by the Key Club that occurs on a single day, occurs on consecutive days or recurs on different days. Projects acceptable for this award may include both hands- on service projects and fundraising efforts. A recurring project must be one project that is repeated for the purpose of achieving the same service goal.
- B. Entrants must fill out the official Single Service Report form and submit it to the district for competition according to the district's guidelines. Clubs within a non-districted area should email their entries to Key Club International.
- C. Clubs will compete with other clubs of similar size within four membership categories:

Bronze	35 members or fewer
Silver	36-60 members
Gold	61-85 members
Platinum	86 members or more

- D. Entries will be judged based on an accumulated total of points in the following categories:

Need	10 points
Plan	20 points
Implementation	20 points
Final results	25 points
Public awareness	10 points
Member participation	15 points

- E. Only activities that occurred during the district administrative year may be included in the report. Clubs within a non-districted area should report activities occurring between May 1 and the following April 30.
- F. All entries within each district will be judged to determine one first-place winner, and other levels of recognition as deemed appropriate, in each membership category. Each first-place report should be forwarded to Key Club International for competition with other first-place winners. No changes may be made to the report by the club, district or judging committee. Reports must be submitted to Key Club International by the first Friday in May.
- G. All entries from non-districted clubs will also be judged to produce a first-place winner in each category. Reports must be received by the first Friday in May.

- H. An entry may be disqualified by the judges for reporting incorrect information or for not following the rules of the district's competition. Any disqualification at the district level requires the approval of the district administrator or their designee. An entry may be disqualified by the judges at the international level for the same reasons, and any disqualification requires the approval of the international director.
- I. Clubs achieving first place and other places at district and international levels of competition will be recognized accordingly. At each level of judging, the decisions of the judges are final. No changes, alterations or regrading will take place after the results have been certified by the judges.

SINGLE SERVICE AWARD REPORT FORM COVER SHEET

Name of Key Club:

Key Club ID, found on keyclub.org/muc:

H

Project name:

Total service hours involved:

Brief description of project:

Address of Key Club:

Name of Key Club advisor:

Email addresses for Key Club advisor:

Shareable link of entry:

Signature of faculty advisor or Kiwanis advisor:

This certifies that this report, including the activities described in and preparations for the report, was performed by official Key Club members.

NOTE: All signatures are required.

District administration team:

Please complete the section below to certify submission.

This entry placed first at the district convention.

This entry was selected by other means and was approved for entry for international competition by the Key Club district administrator.

Signature of district official

Single Service Rubric

Description	100% Exemplary	85% Accomplished	75% Developing	60% Incomplete	Totals	Comments/Explanation
Service need; 10 points	The Key Club has effectively identified the issue and population to be served in an understandable way and is able to demonstrate need with verifiable facts, statistics, or data.	The Key Club has identified the issue and population to be served in a general way and includes some facts, statistics, or data.	The Key Club identified an issue but the connection to the population is unclear due to a lack of information about the community.	The Key Club has not given a clear description of the issue and population to be served and there are no facts or data to demonstrate the need.		
Plan; 20 points	There are detailed descriptions of the major steps and events of the project. There is a solid, diversified fundraising plan which seeks multiple sources of funding.	There are some descriptions of the major steps and events of the project. There is a fundraising plan which seeks sources of funding.	The project method lacks details or shows signs of potential problems. The fundraising plan does not state if other sources of funding were considered.	The major steps and events of the project are not clear. There is no financial plan.		
Implementation; 20 points	The leaders and general members involved in the project successfully completed the service plan. There is evidence that members demonstrated flexibility and adapted the plan as needed for implementation.	The leaders and general members involved in the project completed the service plan. There is some evidence that members demonstrated flexibility and adapted the plan as needed for implementation.	The leaders and general members involved in the project completed the service plan. There is some evidence of adaptability.	The plan was rigidly implemented and may have caused problems due to a lack of adaptability.		
Results; 25 points	Successful implementation of this service project leads to changes in societal conditions and individual lives. The project aims to develop the Key Club core values of leadership, character building, caring and inclusiveness. The Key Club has addressed the root causes and not merely symptoms of community problems.	Successful implementation of this service project may lead to changes in societal conditions and individual lives. The project aims to develop the Key Club core values of leadership, character building, caring and inclusiveness. The Key Club has addressed some causes of community problems in some way.	There is potential for the Key Club core values to be developed. The Key Club addressed some causes of community problems but there is a weak connection between the service project and the impact.	The implementation of this service project may have some type of unforeseen negative side effect due to the nature of the service. The project does not pertain to the Key Club core values of leadership, character building, caring and inclusiveness. The Key Club has not shown signs of considering the causes of community problems.		
Awareness; 10 points	Multiple methods of communication are effectively used before, during and after to raise awareness of the issues related to the service project. Because of the communication plan, there is potential impact on learning for those involved and members of the community.	Multiple methods of communication are used before, during and after to raise awareness of the issues related to the service project. Because of the communication plan, there may be potential impact on learning for those involved and members of the community.	Standard methods of communication are used to raise awareness of the issues related to the service project but information and explanation are lacking. There is little opportunity for those involved and community members to learn.	Communication is missing vital elements and may have hindered the results of the project. There is no opportunity for learning.		
Member participation; 15 points	The project is designed to have club members actively engaged.	The project includes active engagement of club members.	There is some engagement of club members.	Only a few club members will be engaged in the project.		
100 points possible					Total	0

SIGNATURE PROJECT AWARD

Key Club International is excited to announce the creation of the Signature Project Contest. Each year, Key Club will recognize clubs for recurring projects that make a positive impact on communities. The top project in each club size category will be recognized at the annual Key Club International convention.

Signature projects are service projects that a club conducts at least annually — and for which it has become known in its community and on campus. A project must occur annually for the past three to five years.* (Clubs that have recently started a new project that will recur, or that have conducted a one-time project, should consider entering our "Single Service" or "Major Emphasis" contests.) Key Clubs interested in submitting their projects into the contest must use the online form, which will be available in January. The entry form must be submitted electronically 10 days prior to the district's convention or by the district's due date, whichever is sooner. Late entries will not be accepted.

SIGNATURE PROJECT CONTEST OFFICIAL RULES

1. Any Key Club in "good standing" may enter. To qualify as in "good standing," a club must have 11+ dues-paid members and an updated roster.
2. The submitted project must occur at least annually.
3. **Clubs must submit the entry form by the district's due date.** Late entries will not be accepted. All contest entries must be submitted through the online submission form.
4. Only club projects may be submitted for consideration. District projects are not eligible.
5. Clubs are only eligible to win every three years.
6. Multiple clubs from a single district may enter.
7. All contest entries will be confirmed as received via an email to the submitter, with copies sent to the club's Key Club district governor and district administrator.
8. The international contest closes the first Friday in May. Submissions after that will not be accepted.
9. A panel consisting of members of the Kiwanis International Board of Trustees and the Key Club International Board of Trustees will review all submissions that meet contest criteria and will select the platinum, gold, silver and bronze winners.
10. The decision of the panel is final.
11. The platinum, gold, silver and bronze winners will be awarded at the Key Club International convention.

Note: If you were unable to complete your project in 2020 or 2021 due to COVID-19, you are still eligible. However, this must still be a yearly project conducted in 2019 and other years prior to the pandemic.

Entries will be judged based on an accumulated total of points in the following categories:

Impact..... 25 Points

Strengthens the club's **membership** 20 Points

Strengthens the **partnership** 20 Points

Enhance the Key Club image or **brand** in your community. 10 Points

Occurs at least **annually** 25 Points

SIGNATURE PROJECT CONTEST ENTRY FORM

*required answer

1. Name of the signature project*

Ex: "Operation Winter Warmth" (50 character maximum)

2. Name of club owning this signature project*

Ex: "Washington High School Key Club" (40 character maximum)

3. Club ID number*

"H" plus five numbers Ex: H12345 - Be sure and include a capital "H" in front of your club number.

4. How many active members are in your club?*

5. Based on your current number of club members, select your contest

tier.* Bronze: 35 members or fewer

Silver: 30-60 members

Gold: 61-85 members

Platinum: 86 members or greater

6. Club city, state, and country (if applicable)*

7. Club advisor name*

First Name*

Last Name*

8. Club advisor email*

9. Name of person submitting

this entry*

First Name*

Last Name*

10. Email address of submitter*

11. District name*

12. Type of signature project*

Service project

Fundraiser

A fundraiser might also have a service component, so select the primary focus of your project or event.

13. How many years have you conducted this project or event? Please enter a number from 1 to 100.

14. Does your club conduct or intend to conduct this project at least annually? If you answer no, then this project doesn't qualify as a Signature Project. *

15. How many people were served or helped by your most recent event?*

16. What's the primary focus of your signature project? Select one.

Art

Bullying prevention

Education
Employment support/training
Environment
Fitness
Health
Holiday event Hunger
Leadership development
Literacy
Mental wellness
Play or sports
Shelter
Poverty
Water crisis
Other (See question 17 below.)

17. If the focus of your event wasn't listed above, please enter it here (50 character maximum).

18. What community group is primarily being served by your signature project?* Pre-kindergarten (5 years and under)

Kids (6-12 years)

Teens (13-18 years) Adults

Families

School staff

Kids with disabilities

Adults with disabilities

Senior citizens

Other:

You may check multiple selections.

19. Describe how you determined the community's need and how you formed your plan for making an impact. (1500 character maximum.)*

20. Describe the impact your project has had on the audience served and how you measured it.*

21. How many people attended your most recent event? Don't include Key Club members, just community guests. *

22. How many club members participated? Include both those involved in the planning and execution. Double check that your answer is not greater than the number of members in your club.

*

23. How many members from OTHER Key Clubs helped with this project? *

24. Select the Kiwanis family clubs that participated.

Kiwanis

Aktion Club

K-Kids

Builders Club

CKI

None of the above.

Please describe the involvement of other Kiwanis family clubs (800 character maximum).*

25. If this is a fundraiser, what were the total funds raised by the project?

Total gross ticket sales or revenue. Do not subtract expenses. Convert to USD using [this currency converter](#) or something similar.

26. What are the total expenses for your signature project? Please indicate the name of your currency.

27. How many new club members, if any, were gained through the project this year? *

28. How did you promote your event or project? *

Club website

Club social media

Local media

Flyers

Email Other:

Check all that apply

29. Share details of your promotional efforts for your project and club and explain how you used the Key Club brand. Number of promotions, reach, likes, etc. (800 character maximum.)*

30. Select the Key Club International partners you collaborated with for your project.* Erika's

Lighthouse

Schoolhouse

Collegewise

UNICEF

Thirst Project

None of the above

31. What local partners are involved in the project? Please use a numbered list and include their names and roles in your project (1000 character maximum).

32. Describe the impact your project has had on the audience served and how you measured it (2000 character maximum).

Optional.

FILE UPLOADS

Bring your project to life with five photos that best tell the story of your event!

The file upload limit for this form is 25 MB.

Check the settings on the shareable link to ensure individuals outside your organization can view and download them. Photos that cannot be viewed will not be included in this contest entry.

Signature Project Rubric

Description	100% Exemplary	85% Accomplished	75% Developing	60% Incomplete	Score	Comments/Explanation
Impact; 25 points	Successful implementation of this service project leads to changes in societal conditions and individual lives. The project aims to develop the Key Club core values of leadership, character building, caring and inclusiveness. The Key Club has addressed the root causes and not merely symptoms of community problems.	Successful implementation of this service project may lead to changes in societal conditions and individual lives. The project aims to develop the Key Club core values of leadership, character building, caring and inclusiveness. The Key Club has addressed some causes of community problems in some way.	There is potential for the Key Club core values to be developed. The Key Club addressed some causes of community problems but there is a weak connection between the service project and the impact.	The implementation of this service project may have some type of unforeseen negative side effect due to the nature of the service. The project does not pertain to the Key Club core values of leadership, character building, caring and inclusiveness. The Key Club has not shown signs of considering the causes of community problems.		
Strengthens membership; 15 points	The project is designed to have club members actively engaged. The report indicates a proportionately large number of new members were gained.	The project includes active engagement of club members. The report indicates new members were gained.	There is some engagement of club members. There is potential for membership growth. The project promotion used some aspects of the brand and may reach potential members.	Only a few club members are engaged in the project. The report does not indicate gains in membership.		
Partnerships; 20 points	The project reflects collaboration between two or more organizations and the role of each organization is clear and logical. Efforts made support partnership and collaboration. There is strategic involvement and feedback from the people who would benefit from the project. There are references to the research done in the community.	The project reflects collaboration with another organization. Efforts made support partnership and collaboration. There is some involvement and feedback from the people who would benefit from the project. There are some references to the research done in the community.	The project reflects some collaboration with another organization but there is little partnership in the project. Feedback and involvement from the community is possible but research is still needed.	The project does not include collaboration or partnership with any other organization. The project does not include feedback or involvement with the people being served. No research has been done.		
Enhances the Key Club brand; 10 Points	The project promotion maximized the use of the Key Club brand and shows evidence of reaching potential members in the area.	The project promotion used the Key Club brand and reached potential members.	The project promotion shows some use of the Key Club brand but needs further development to reach potential members.	The project did not use the Key Club brand to reach potential members.		
Occurrence; 25 points	The project has occurred annually for 3 or more years and shows potential for future implementation.	The project has occurred annually for 2 or more years.	The project has occurred annually for 1-2 years.	The project has not been reimplemented on a regular basis.		
Total						