

# Advisor Webinar

A CENTURY  
— *of* —  
SERVICE



KEY CLUB®



# Welcome/Introductions

Where are you?  
How many years in Key Club?



# Key Club By The Numbers

Michelle Study-Campbell

Executive Director, Kiwanis Youth Programs



# Service Leadership Programs

Great programming and value



Consistent communication and  
outreach



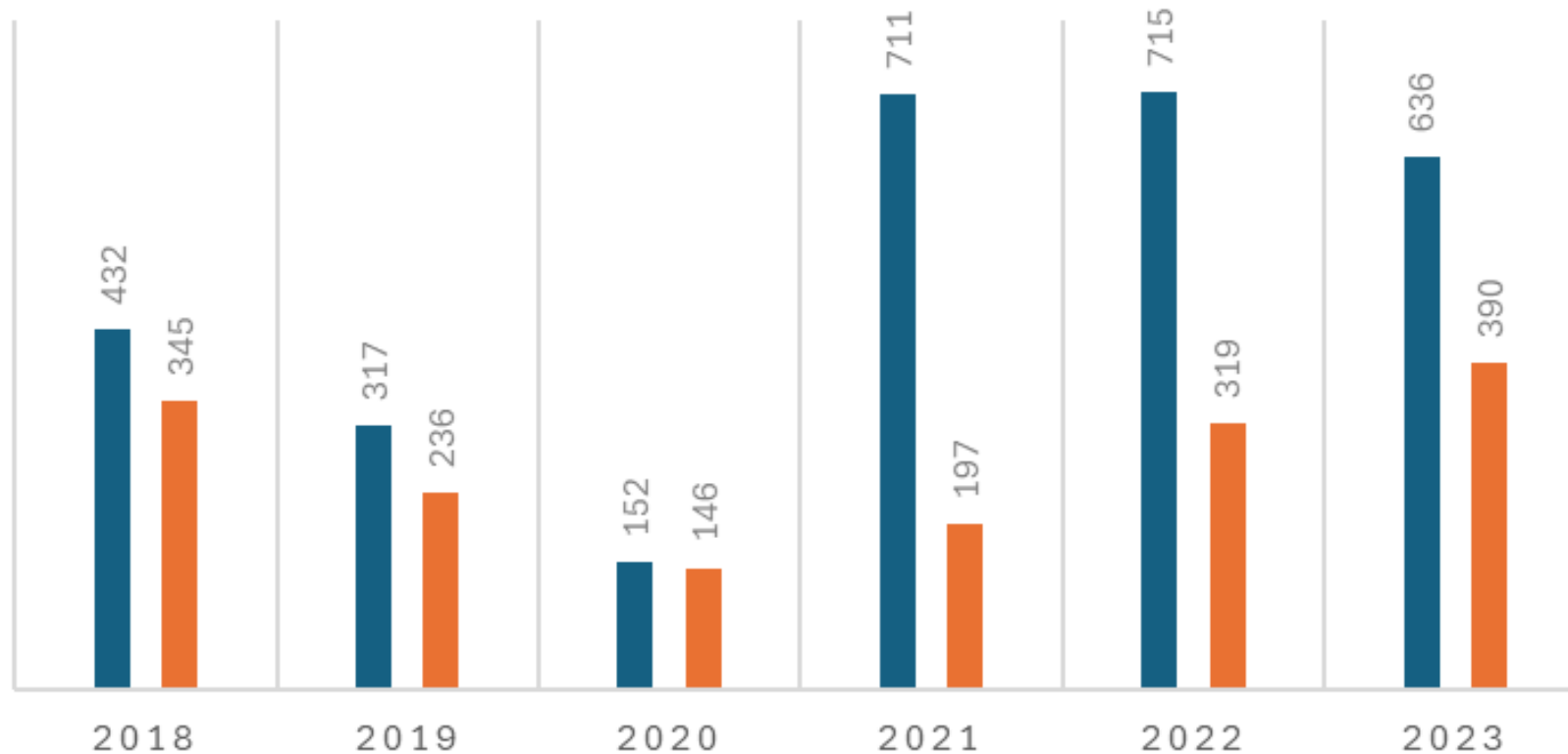
Greater growth and retention



# Current State of SLPs

## CHARTERS AND REACTIVATIONS

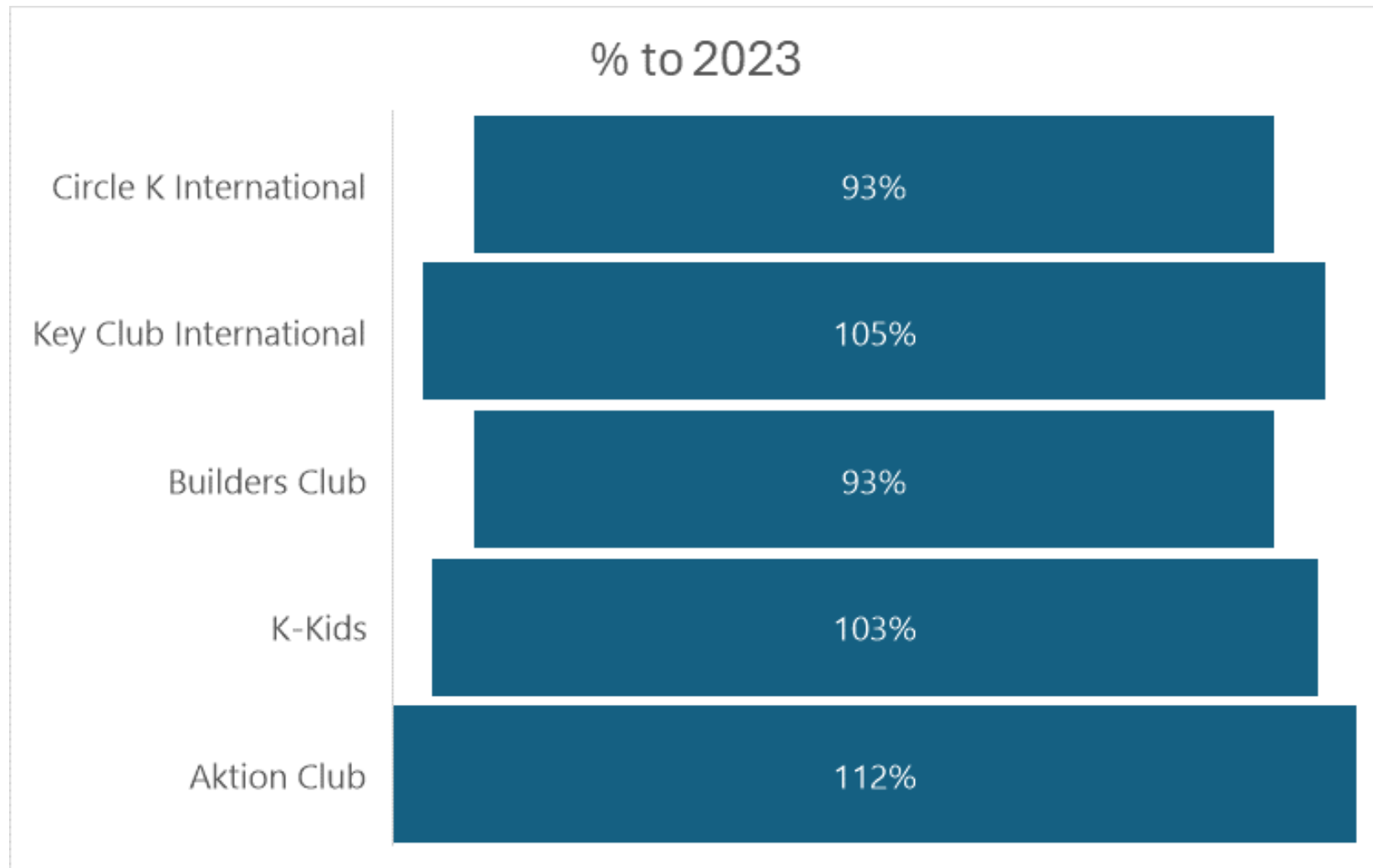
■ total charters and reactivations    ■ total charters





# Current State of SLPs

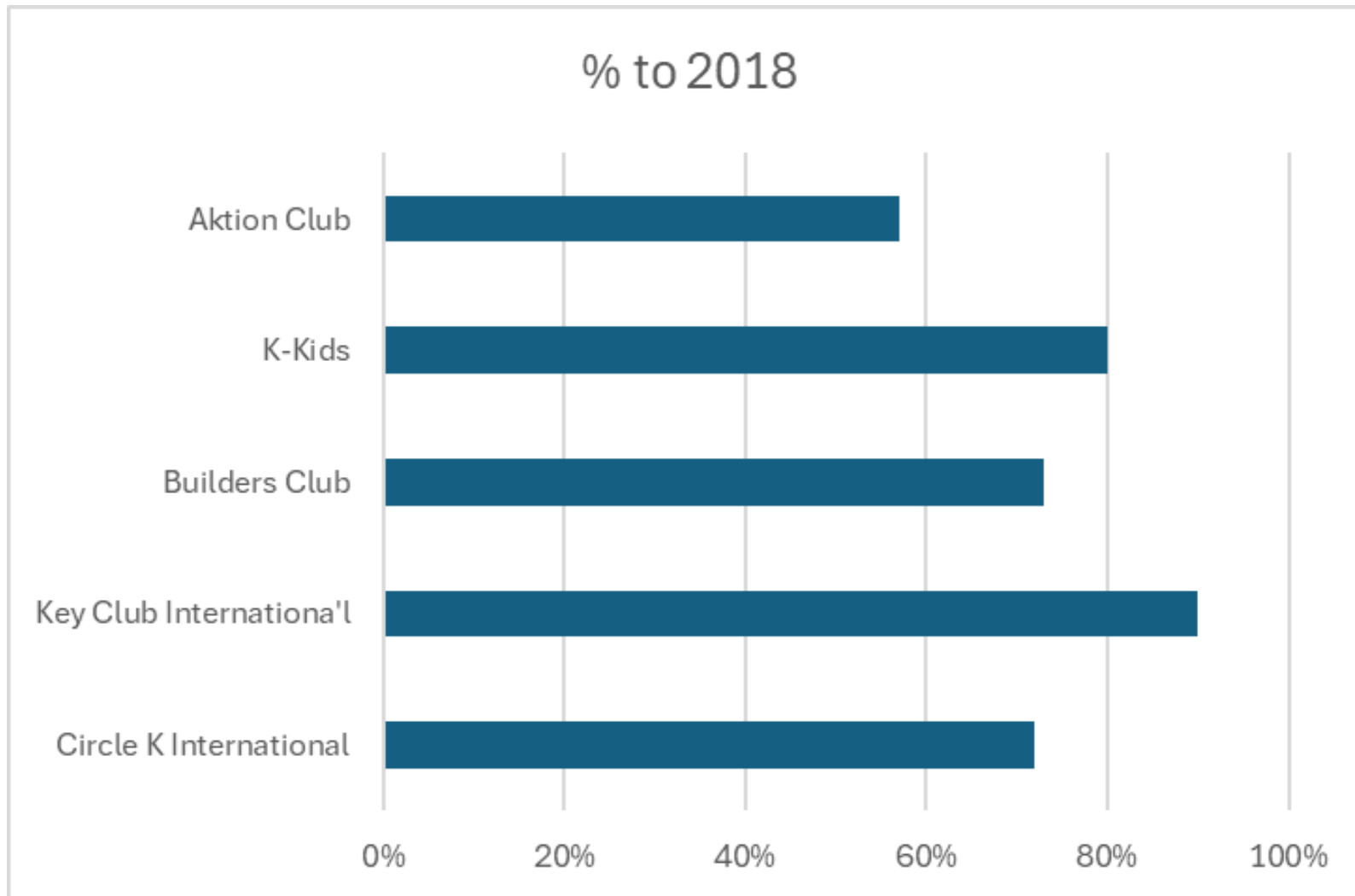
## % to 2023





# Current State of SLPs

## % to 2018



# Key Survey Insights

91% of student participants agree that Key Club is fulfilling the mission of being an international, student-led organization that provides its members with opportunities to provide service, build character and develop leadership.



**Kiwanis**<sup>®</sup>



# Key Survey Insights

## Leadership

- 89% agree or strongly agree that Key Club offers opportunities to enhance leadership skills.

## Character Building

- 94% feel safe at Key Club events.
- 88% believe Key Club has had a positive impact on their high school experience.



# Key Survey Insights

## Skill Development:

Members reported the top skills they have gained from their membership experience:

- Leadership (67.4%)
- Building Relationships (63.6%)
- Confidence (61.9%)
- Effective Communication (59.4%)



**1925**



**2025**

**100 YEARS**



# Communicating & Celebrating 100 years

## What is planned?

100<sup>th</sup> Birthday- March 23, 2025

100 days out from the 100<sup>th</sup>- Friday, December 13

100<sup>th</sup> Anniversary Celebration in Orlando, FL for Key Club convention- July 2-6, 2025

We will celebrate from March 23, 2025-March 23, 2026



# Communicating & Celebrating 100 years

What is planned?

## Fundraising

1925 Club- donation of \$1925 provides more access and updates, special events, commemorative pin, coffee table book and more.

\$100 Birthday Campaign- Urging every Key Club and sponsoring Kiwanis Club to donate \$100 to secure the next \$100 years of Key Club. **-\$20,785 raised since Jan. 2023**

Alumni fundraising- hosting district events over the next 20 months to raise money, awareness and volunteer leadership for Key Club today and the future by re-engaging our alumni.



# Communicating & Celebrating 100 years

What is planned?

## **Commemorating**

100<sup>th</sup> Anniversary party in a box

Commemorative Coffee Table book

Special Centennial Retail Collection

Special events surrounding convention

What's missing?






# Dues Deadlines

Matt Ellis

Program Manager, Key Club International



# Dues Deadlines

Early: November 1

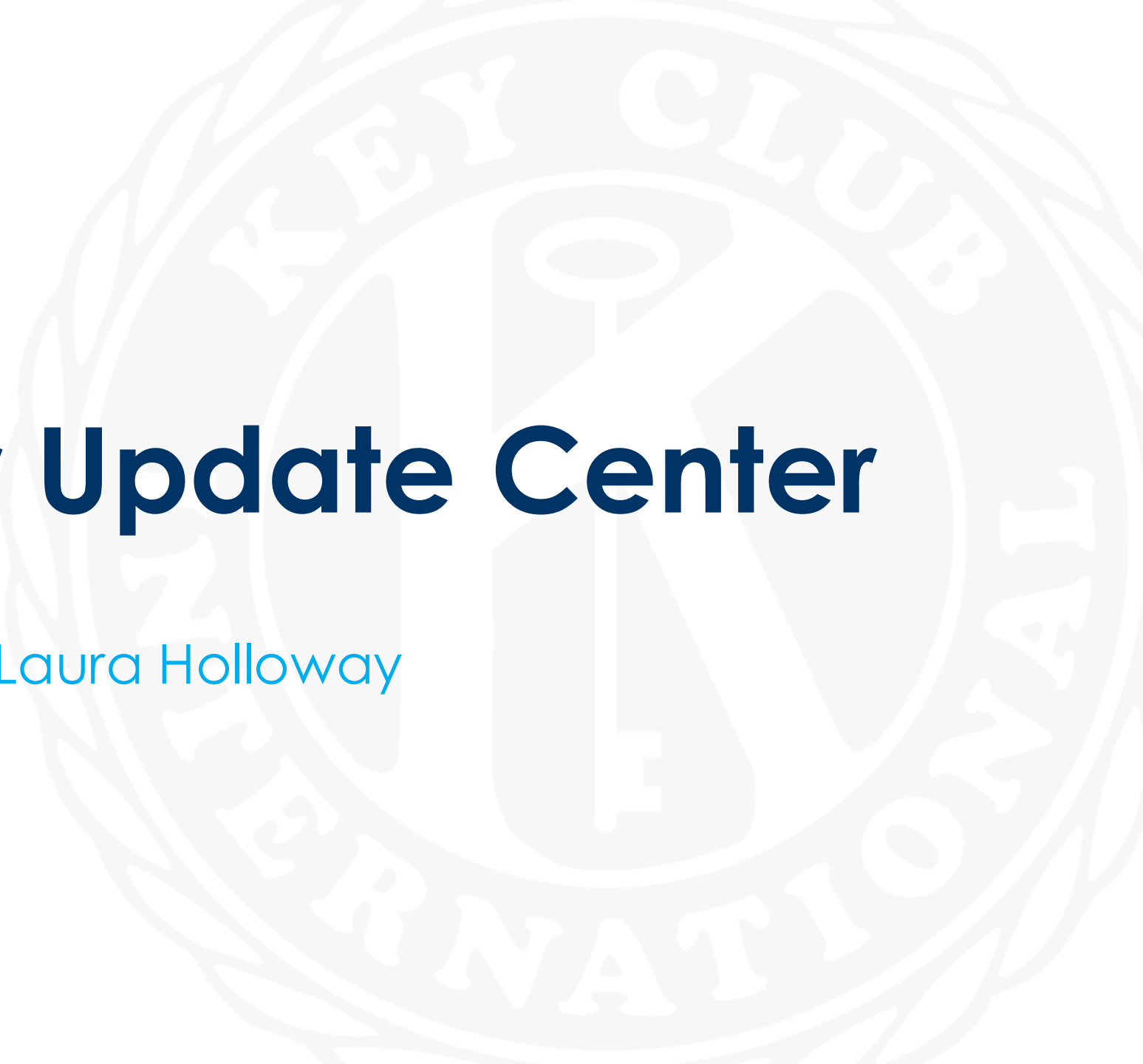
Regular: December 1

Late: February 1



# Member Update Center

Laura Holloway



# Recruitment Resources

Laura Holloway



# Recruitment

Keyclub.org

**These resources help make it easier to grow your school's Key Club:**

- [Recruitment video](#)
- [Personal Club Invite](#)
- [Recruitment flyers](#)
- [Recruitment posters](#)
- [Tri-fold brochure](#)





# October Resources

Laura Holloway

Specialist, Key Club International

For advisors

For students

# October Resources

[keyclub.org/resources/fall-advisor-webinar](https://keyclub.org/resources/fall-advisor-webinar)

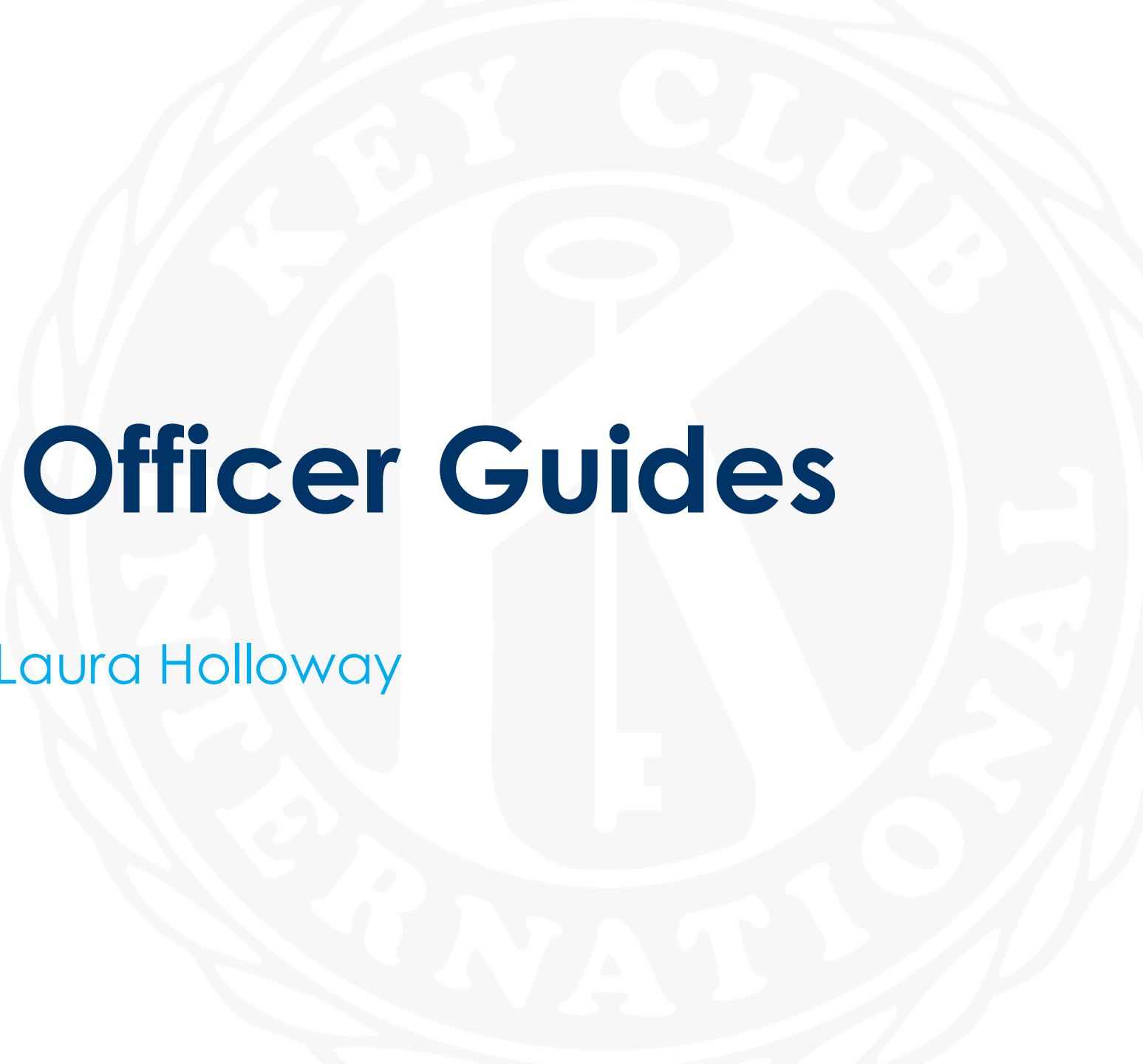


[keyclub.org/key-club-fall-resources/](https://keyclub.org/key-club-fall-resources/)



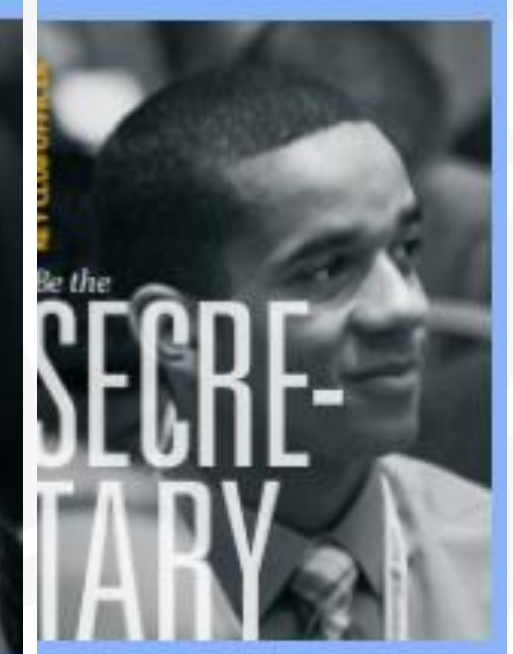
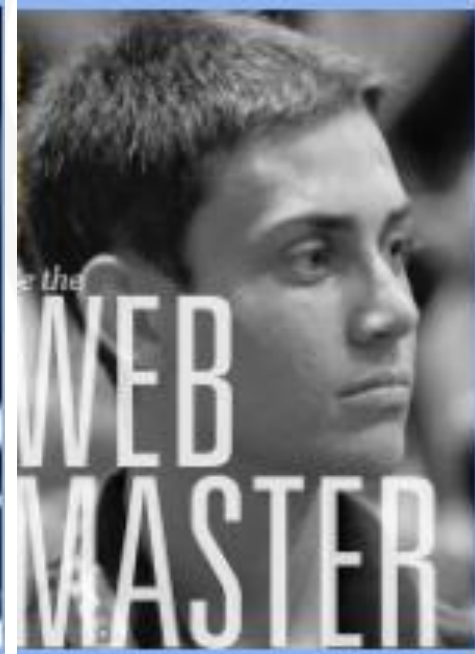
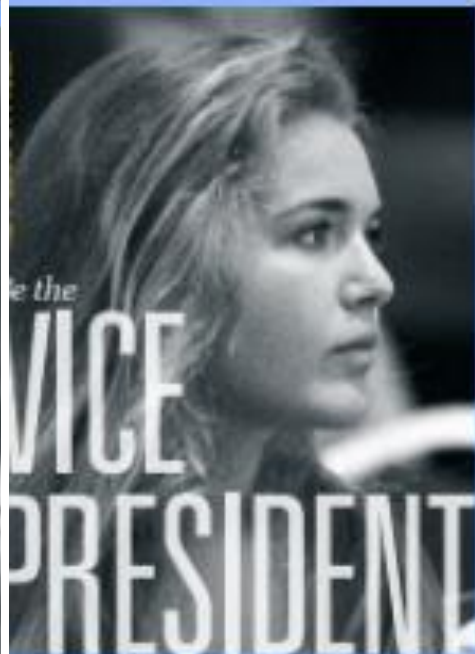
# Student Officer Guides

Laura Holloway



# Updated Officer Guides

[Keyclub.org/officer-guides](http://Keyclub.org/officer-guides)



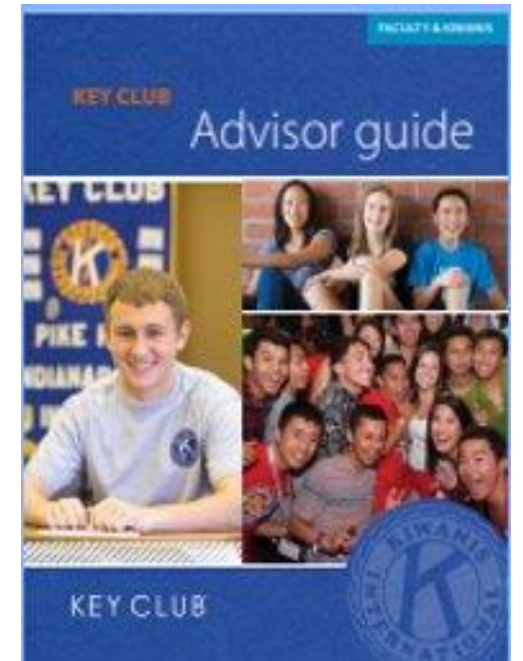
# Digital Advisor Guide

[keyclub.org/advisoreducation/](https://keyclub.org/advisoreducation/)

Printed version: Contact Kiwanis  
Member Services to order a copy.

[Memberservices@kiwanis.org](mailto:Memberservices@kiwanis.org)

Limit two books per club per year.



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# Advisor Training Courses

Designed to:

Onboard **new advisors**

Increase knowledge and understanding of **current advisors**

Refresh knowledge of **seasoned advisors**

The screenshot shows the LMS interface with a dark blue header containing navigation links: Dashboard, Catalog, and My Learning. The main content area is divided into several sections:

- Welcome:** A message to club members, advisors, and administrators, encouraging them to explore educational courses and leadership content. It includes a call to action: "Please click on either the Featured Course tile or the Catalog to see your available courses. Then click on 'view details' to get started."
- Reminders:** A section with a link to email SLPcertificate@kiwanis.org for technical questions.
- Recommended Courses:** A section titled "Courses selected based on your preferences and learning activity" featuring three course tiles:
  - Key Club Global Leadership Certificate:** A blue tile with a white "GLOBAL LEADERSHIP CERTIFICATE" logo. Below it, it lists "4 Year Subscription (\$0.00)" and "4 Year Subscription (\$0.00)" with a "View Details" button.
  - Youth Protection Policy Training for Chaperones:** A tile with a photo of a green car. Below it, it lists "4 Year Subscription (\$0.00)" and "4 Year Subscription (\$0.00)" with a "View Details" button.
  - Service Leadership Programs Advisor...:** A tile with a photo of people in green and yellow shirts. Below it, it lists "4 Year Subscription (\$0.00)" and "4 Year Subscription (\$0.00)" with a "View Details" button.
- My Courses:** A section on the right side with two course tiles:
  - Key Club Global Leadership Certificate...**: A blue tile with a white "GLOBAL LEADERSHIP CERTIFICATE" logo.
  - Youth Protection Policy Training for...**: A tile with a photo of a green car.
  - Service Leadership Programs Advisor...**: A tile with a photo of people in green and yellow shirts.
- About Us:** A section at the bottom right with a brief description of Kiwanis International as a global community of clubs dedicated to improving children's lives.



# The Courses



## Introduction to Service Leadership Programs

Learn about Service Leadership Programs and how the club advisor fits within the larger Kiwanis context.

Launch  
Course



## Key Club Advisor 101 Part A

Examine the learning nature of Key Club, what it means to be student-led, identify high-impact service, and more!

Launch  
Course



## Key Club Advisor 101 Part B

Learn more about what happens over the course of a Key Club year in a monthly breakdown.

Launch  
Course

# Meeting Kits

- Sample agendas
- Timely topics
- Suggested next steps



# Global Leadership Certificate

Melissa McMann

SLP Education & Training Administrator



KEY CLUB

**GLOBAL  
LEADERSHIP  
CERTIFICATE**

# Global Leadership Certificate

## What is Global Leadership certificate program?



Members benefit from online leadership development education.



Students learn at their own pace; Advisors can view/audit courses.



Each module includes PDF handout, assessment or reflective questions

Designed with core values

Fellowship

Leadership

Service

Each core value corresponds with 3-5 competencies and each competency will have 3-5 modules. Currently

3 core values

12 competencies

40 courses/modules



# GLC - Leadership Competencies

Building career and personal development skills

1. Connection
2. Inclusion
3. Empathy
4. Resilience
5. Self-awareness
6. Vision
7. Critical Thinking
8. Communication
9. Volunteerism
10. Civic engagement
11. Change agent

# Access GLC Courses from key-club.org/muc

**Click on URL link on Me page. Education portal opens in a new browser.  
Click on View Details to launch course.**

# GLC – Course Examples

- Core value: Fellowship
- Competencies: Connection, Inclusion, Empathy
- Connection: Courses include:



<u>Course Name</u>	<u>Course Content</u>	<u>Course Assessment</u>
Building Meaningful Relationships	Online learning with in-person and virtual challenges	Reflection & essay questions
The Power of Community Connection	Testimonial videos from Kiwanis members	Quiz
Building and Implementing a Community Connection Plan	Facilitated group activity, virtual or in person	Uploaded plan and Results report
The Value of Networking	Testimonial video from Kiwanis members and skills video	Quiz
Building and Implementing Your Networking Plan	Facilitated personal activity via video	Uploaded plan and Results reflection



# GLC – Enrollment & Completions

Sept. 2024 – Current: # of Students taken GLC courses

<b>Total Key Club GLC Numbers</b>	<b>#</b>
Enrolled	2895
Students Who Completed 1+ course	1748
Students Completed all 40 courses	617
Total Courses Completed	35,114
Avg. # Courses/Student	20.1

# Getting Creative with the GLC



- Do a course as a club
- Do a follow-up discussion as a club
- Create a club strategic plan
- Have a book club, but it's the GLC instead
- Buddy up





**Youth  
Opportunities  
Fund**



**KEY CLUB®**

**HURRY.**  
*Grant applications  
close soon.*

**11:59 p.m. ET  
October 15**

# Successful YOF Applications

- The need is clearly defined with **surveys and facts** about the population.
- The service project **fits the needs** of the population.
- The timetable is **clear, detailed, and well-outlined.**
- The budget is **itemized** with proposed expenses.



# Do's and Don'ts for advisors

## Youth Opportunities Fund grant application



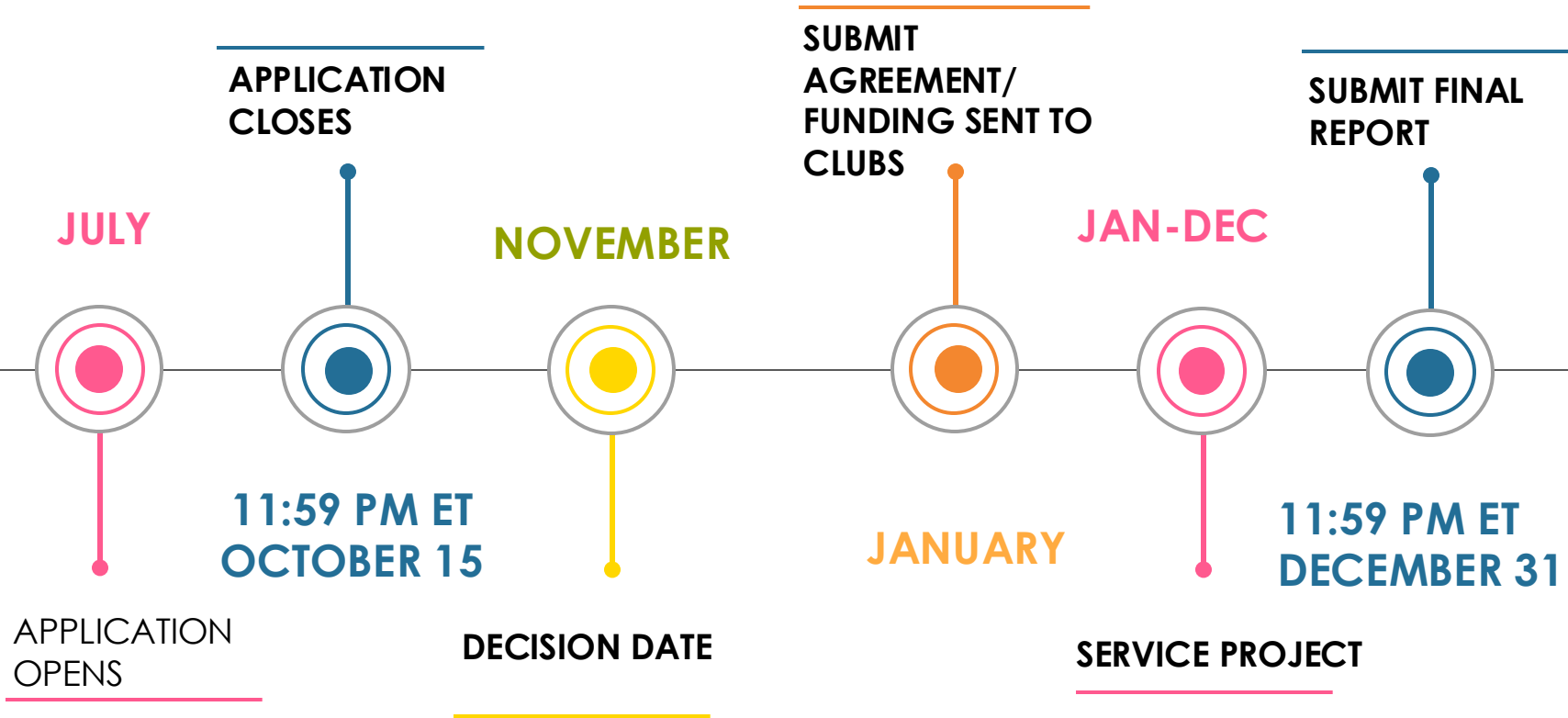
### Do...

- Plan ahead
- Require research
- Help create an itemized budget and thorough timeline
- Require a community needs assessment
- Require collaborating with other organizations

### Don't...

- Wait until the last minute
- Use unknown acronyms or lingo
- Neglect the timeline or budget
- Rely solely on the grant for funding
- Write the application for your club without involving students

# YOF Timeline



**TRICK OR TREAT**  
FOR UNICEF

**KEY CLUB**

Kiwanis  
**Builders Club**  
Building Leaders

# **WANT TO ADD SOME MEANING TO YOUR HALLOWEENING?**

*When you Trick-or-Treat for UNICEF you will support UNICEF's early childhood development work in Zambia*



**KEY CLUB**



[keyclub.org/start-strong-zambia](https://keyclub.org/start-strong-zambia)

# **Benefiting Start Strong: Zambia**



unicef





# Trick or Treat boxes are back! Order in the store today!



KEY CLUB®

Monday <b>SHOW YOUR K</b>	Tuesday <b>INVITE AND INCLUDE</b>	Wednesday <b>DARE TO SHARE</b>	Thursday <b>RANDOM ACTS OF KINDNESS</b>	Friday <b>CONNECT THE K<sub>s</sub></b>
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**#KeyClubWeek**

NOVEMBER 4-8



# Global Engagement Rally

Saturday, November 9 at 11 a.m. ET

<https://www.keyclub.org/ger>

# Youth Protection

Melissa McMann





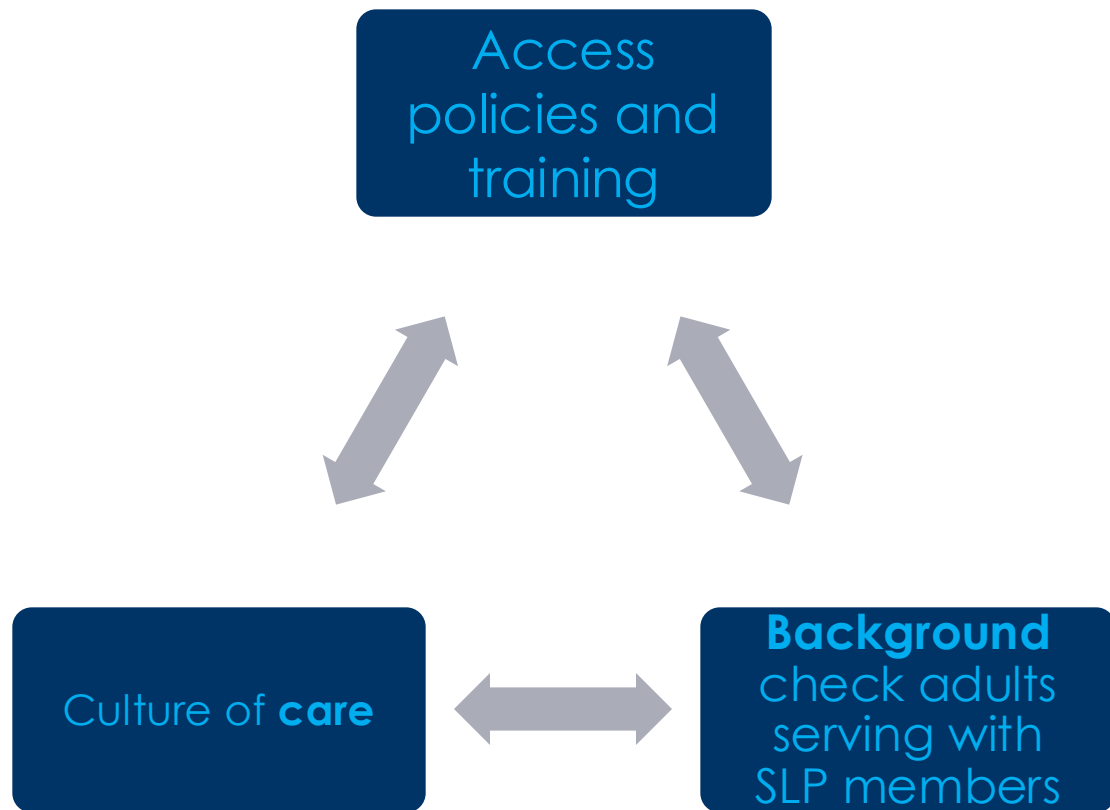
# Kiwanis Youth Protection Goals

Protect, educate, and engage all Kiwanis members - youth and adult

- Protect youth from predators
- Provide youth with skills and tools designed to inspire and engage future leaders to be their best
- Empower and educate adult members with best practices when working with youth



# How to Meet our Goals – ABCs of Youth Protection



- Prevent adult-to-youth abuse and peer-to-peer abuse
- Identify concerning behaviors
- Monitor and supervise youth
- Mitigating risky situations with supervision.
- Report emergencies or red flag incidents
- Model safe appropriate behaviors

# Access Policy & Prevention Training



## YOUTH PROTECTION POLICIES & PROCEDURES

UPDATED OCTOBER 2022

These policies can be found in Kiwanis International Policies and Procedures as Procedure 432. All adults working with youth under the age of 18 at any Kiwanis event are required to read/understand, agree to and abide by these policies.

**EDUCATION:** Every Kiwanis club is expected to inform and educate its members on these policies, best practices and required actions for individuals who become aware of youth in potentially harmful situations. This education must occur annually, including providing a copy of these policies to each club member. Every Kiwanis district is expected to provide an educational forum or workshop at every district produced convention and conference regarding policies and best practices for adults working with youth, using materials provided by Kiwanis International.

**CRIMINAL HISTORY BACKGROUND CHECKS:** Kiwanis International requires clubs to have a clear criminal history background check for any club member serving as an advisor to any Service Leadership Programs club. The check must be conducted and verified by Kiwanis International. Any person without a clear criminal history background check may not serve as the advisor. Approved background checks shall be valid for no more than two years. Kiwanis advisors shall acquire a new criminal history background check upon their initial appointment to the position.

**CHAPERONE:** A chaperone is defined as a Kiwanis member, faculty member, parent, legal guardian or person who is in loco parentis, twenty one (21) years of age or older, who has been approved by the school or agency and registered with the school or agency to accompany the youth members at the specific event. All chaperones (club members and non members) participating in any single day or overnight Service Leadership Programs event must have a clear criminal history background check and must have completed Kiwanis International youth protection training. Additionally, chaperones must follow all applicable policies and procedures.


**CHAPERONES FOR OVERNIGHT EVENTS:** A minimum of one adult per 10 students must be serving as chaperones during the entirety of an overnight event.

**CHAPERONES FOR SINGLE DAY EVENTS:** A minimum of one adult per 10 students must be serving as chaperones during the entirety of a single-day event.

**OVERNIGHT EVENTS:** All adults (club members and non members) registered for or staying overnight at any Service Leadership Programs event must have a clear criminal history background check and must have completed Kiwanis International annual youth protection training. However, parents/guardians of participating students who are not chaperones may attend the event for a maximum of one overnight stay without a criminal history background check.

**OVERNIGHT STAYS:** While attending a Kiwanis event that requires an overnight stay in a hotel or camp conference setting, adequate adult chaperoning is expected and must include no fewer than one adult male for each ten or part of ten youth males, and one adult female for each ten or part of ten youth females. Except for a parent sharing a sleeping room or other sleeping quarters (e.g., a tent with his/her own child, no adult should share a hotel or dormitory sleeping room or other sleeping quarters with a youth. In the event that sleeping quarters consist of multiple beds (such as in a burlesque or camp cabin), adults may share the sleeping quarters with youth members of the same gender, provided that two or more adults are present.

**DISTRICT ADMINISTRATORS FOR SERVICE LEADERSHIP PROGRAMS:** Kiwanis International requires all SLP district administrators to complete an application process, which includes submission of a completed application, having a clear background check conducted and verified by Kiwanis International, completion of Kiwanis International youth protection training and any other elements that may be required by Kiwanis International. After receipt of an individual's application and verification of all required elements, Kiwanis International will review the information and decide, in



### YOUTH PROTECTION & BACKGROUND CHECKS

As the premier provider of youth service clubs and programs, Kiwanis International holds itself and its members to the highest standards of conduct and awareness. Each year, more than 300,000 youth take part in Kiwanis Service Leadership Programs (SLPs) such as Ki-Clubs, Student Club and Key Club. Kiwanis reaches millions more youth around the world through club and district service projects. When we work with and mentor youth during projects and activities, their care and welfare are entrusted to us.

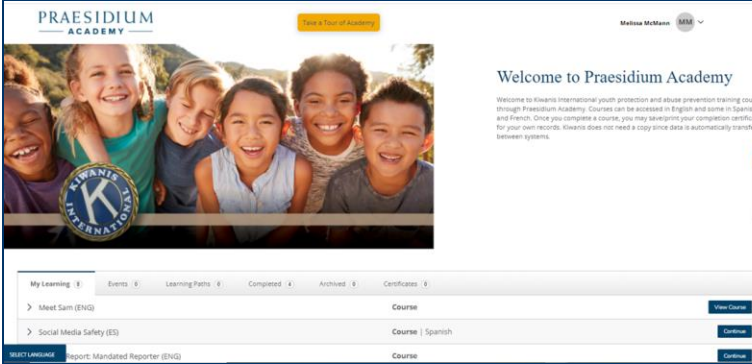
Kiwanis members must know how to protect the youth with whom we interact. When we all share this commitment, we also protect ourselves and the organization we represent.

Kiwanis International has taken extensive action to equip Kiwanis clubs, districts and SLPs with the tools to provide safe and secure environments for youth. Resources include a [24/7 toll-free helpline](#), as well as a roster of [youth protection managers](#) for each Kiwanis district. [Click here](#) for the youth protection manager's job description.

Other information and resources:

- Youth protection training
- Policies and procedures
- Culture of care
- Youth Protection Week
- Background checks
- Bully prevention
- District Administrators' Code of Ethics example

Kiwanis.org/youthprotection webpage has training slide deck, recordings, links to past webinars, and background check FAQ.



WELCOME TO PRAESIDIUM ACADEMY

Welcome to Kiwanis International youth protection and abuse prevention training courses through Praesidium Academy. Courses can be accessed in English and some in Spanish and French. Once you complete a course, you may save/print your completion certificate for your own records. Kiwanis does not need a copy since data is automatically transferred between systems.

My Learning | Events | Learning Paths | Completed | Archived | Certificates

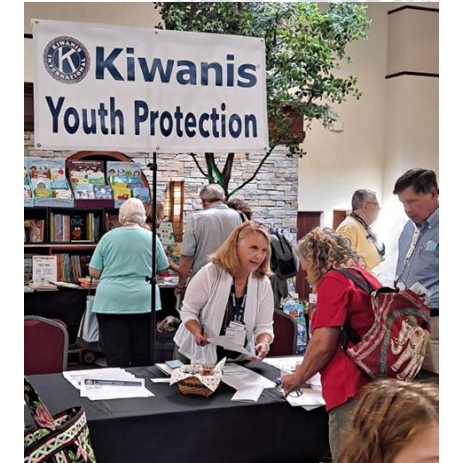
- Meet Sam (ENG) Course
- Social Media Safety (ES) Course | Spanish
- Course | Spanish

24/7 Helpline | Report: Mandated Reporter (ENG)

Educate SLP advisors, administrators & chaperones on abuse prevention best practices.

DA/Advisors complete 6 and Chaperones complete 3 online youth protection Praesidium courses.

Educate members at in-person or virtual conferences, conventions, webinars, or club meetings



Clubs review policy annually.  
Chaperone ratios  
Social Media  
Transportation

# Understand Policies: Adult Chaperones to Youth Ratios



## Single day volunteering on school premises =

At least 1 \*chaperone to 50 members. And follow school background check & chaperone requirements



## SLP single day **off** school premises event =

1 \*Chaperone to 50 SLP members



## Overnight SLP event = minimum 1 background checked adult\* per 10 youth

1 adult male to supervise no more than 10 youth males  
1 adult female to supervise no more than 10 youth females



# Reporting Troubling Behaviors



See Something.

Hear Something.

Say Something.



# Call Helpline

YOUTH PROTECTION HELPLINE 866-607-SAFE (7233)

- Put this number in your phone!
- Helpline is staffed 24/7 by intake professionals at Praesidium Inc. They provide guidance about follow-up and report back to the Kiwanis Youth Protection team.
- Anyone can call Helpline, including members, chaperones, parents and others. Callers may remain anonymous.



# **Follow Helpline recommendations**

- Follow all local and national reporting laws.
- Follow Helpline next steps and recommendations.
- Depending who is involved in alleged incident, peer youth-to-peer youth or adult-to-youth, as appropriate contact parents/guardians, advisors or school administrators of affected youth.



SAVE THE DATE



A CENTURY *of* SERVICE

Key Club International Convention  
July 2-6 , 2025 • Orlando, Florida



# Key Club Alumni Network

[Keyclub.org/alumni](https://keyclub.org/alumni)



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# ReMember- Alumni Project

- Almage platform
  - Networking
  - Job posting
  - Online events
  - Mentoring component
  - Fundraising

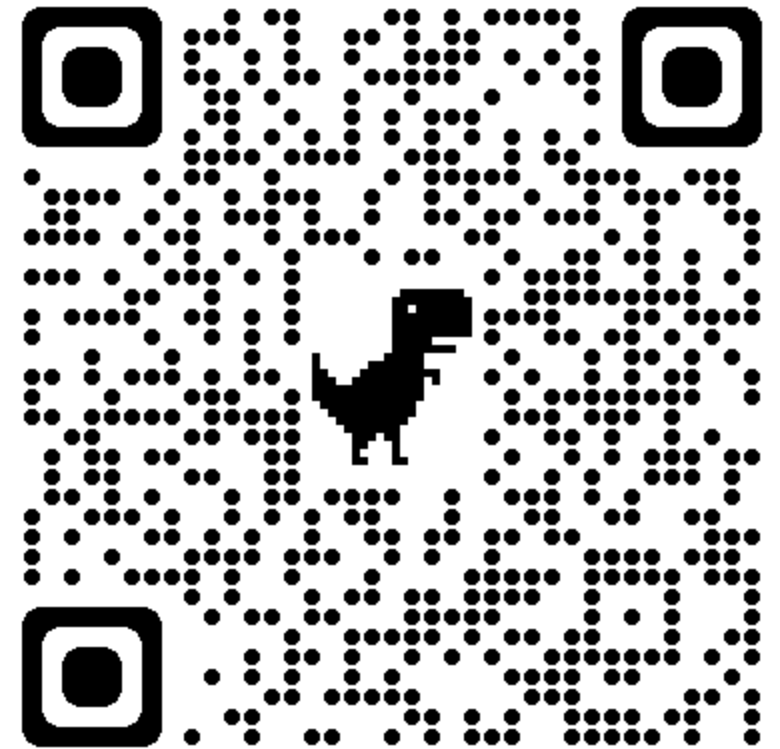




# Key Club Alumni



- Who can join?
- Any Key Club member currently a Senior or graduate.
- How do I join?





**Thank you!!!**

