

Fall 2022 Edition of

The
Carolinas
Blueprint

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District Convention

SAVE THE DATE!

Unlike last year, the 2023 District Convention (DCON) will be held in person! DCON will be held at the Sheraton Imperial Hotel in Durham, North Carolina, on March 24-26. At the convention, you will be able to meet Key Club members from across the Carolinas. You will be able to meet next year's District Executive Board and be recognized for all the hard work you have accomplished in this Key Club year! Stay tuned for more information.

Global Engagement Rally



Key Club International hosted its annual Global Engagement Rally on Saturday, November 19 through Zoom! The rally gave members the opportunity to meet with volunteers across the globe, explore different backgrounds and perspectives within Key Club, share service projects, and much more! This was a great way to improve leadership skills and celebrate diversity with fellow members!

Want more information? Click [here](#).

Governor's Greeting

Dear Carolinas District



I hope you have all had a great start to your school years and an even better start to your Key Club year! It was great to see some of your faces at our first Fall Rally since 2019, and the excitement was palpable! We had over 700 students from across the Carolinas join us at Carowinds to ride rides and learn about Key Club. I loved speaking in front of all of you and I hope to see everyone again at our District Convention, March 24-26 of 2023.

Over the past months, your District Board has been working hard to provide the best experience for Key Club members across the Carolinas. We currently have a board of 22 Lieutenant Governors committed to providing resources and aiding their divisions. However, we are still accepting applications for the position of Lieutenant Governor! I heavily encourage underclassmen to apply, as this can lead to even more leadership opportunities later on in your high school career. The Lieutenant Governor position could be a stepping stone to an executive officer position, or even to an International level position!

Our Lieutenant Governors work hard each month to create newsletters and send out communication to their divisions, so it is important to read through these. You can also visit <http://www.carolinaskeyclub.org/coastline> for newsletters. Make sure to check your spam folders as well, because it is possible that some important emails are read as spam.

If you are having trouble contacting your Lieutenant Governor, or are not sure who your Lieutenant Governor is, you can feel free to email me at gov2223@carolinaskeyclub.org. I am here to help all of you! It is also possible that your division is not currently assigned a Lieutenant Governor, in which case you are assigned to an executive officer who will work with you. This is also the perfect opportunity for a student from your club to apply for Lieutenant Governor!

I hope to hear from you soon and I look forward to continue working with each of you! Don't hesitate to reach out to me and I am here to help!

Yours in Service,

Niko Sample-Kietrys

Secretary's Summary



Dear Carolinas District

I hope that everyone has had a great start to their school year! It is hard to believe that we are already almost three months through school, and it has been over two months since the last issue of the Carolinas Blueprint. During this time, a lot has happened for Key Club, so let's get started!

At the beginning of October, we hosted our first in-person Fall Rally at Carowinds since 2019! With over 700 Key Club members, it was a great rally after being virtual for almost three years. For those of you who attended, I hope you learned something new from the booths and brought home ideas for your clubs. If you were not able to attend this year, then be sure to attend next year's Fall Rally!

Since the last edition of the Blueprint, we have also collected more club contact information with the help of Lieutenant Governors, club officers, and advisors. Back in September, we had 11.8% of clubs with updated information, and currently we have 26.3% of clubs with information for the year. While this is over double what we had since September, we are only one-fourth of the way to having all club contact information in. If you have not submitted your club's information for the year, please do so at <http://www.carolinaskeyclub.org/officerinfo> as soon as possible! This helps us keep in touch with your club, as well as helps our Lieutenant Governors send out important information.

Be sure to keep in touch with your Lieutenant Governor! If you do not know who your Lieutenant Governor is, you can find them at <http://www.carolinaskeyclub.org/district-officers>. Your Lieutenant Governor will reach out with information each month, including newsletters, district information, president council meetings, division wide functions, and more! Be sure to forward information to club officers as needed, and contact your Lieutenant Governor with any questions you may have.

Finally, as we head into the holiday season, be sure to encourage your clubs and members to continue serving! This can range from holding winter clothing drives to handing out meals during Thanksgiving. The opportunity to serve your community is always there, if you are willing to take initiative to find it. As always, let me know if you have any questions for me, and I am excited to see how you will help your communities this season!

Yours in Service,
Mathew Chu

Treasurer's

Thoughts

Dear Carolinas District



Happy Holidays! I hope all of you are excited for the upcoming breaks to celebrate the holidays. Despite our abrupt return to an in-person year, the Carolinas Key Club district has dedicated its efforts to maintaining the spirit of service to serve their community. In the span of just the past few weeks, over 34 clubs met the Early Bird deadline with over 2000 registered members. The regular deadline for December 1st is fast approaching, so please do start looking towards collecting and submitting the dues payment to be chartered as an official Key Club under the international board.

Dues must be paid every year in order for a club to remain in good standing. The early bird deadline was November 1st and the regular, required deadline for dues payment is December 1st. District dues are \$6.50 and are used to support district programs, general expenses, and training. International dues are \$7.00 and are used to support Key Club as an organizational whole. Dues are processed by Kiwanis International through both mail and the membership update center. Also, make sure to take a look at our Carolinas District Dues Page: <http://www.carolinaskeyclub.org/dues>.

The club suspension process will begin on February 1st and Carolinas District is hoping to avoid any club suspension so I would recommend paying those dues in the upcoming weeks. Despite the difficult changes, clubs all across North and South Carolina have engaged in different service projects and worked incredibly hard to keep volunteering and helping others.

Thank you so much for your hard work and dedication to better your communities and I can't wait to see all that we accomplish this year. If you have any questions or concerns, you can contact me at trs2223@carolinaskeyclub.org. Happy Holidays!

Yours in Service,
Asmita Malakar

Editor's Extension



Dear Carolinas District

I hope everyone is having a great start to the holiday season! Though this year is our first year back to a completely in-person setting, you are all doing an amazing job in maintaining your responsibilities! In this edition of the Carolinas Blueprint, you can find some holiday service ideas and information about Spotlight to Service. Feel free to take inspiration from those ideas and show us your service!

Spotlight on Service is a great way to get your club recognition for all the hard work put into service projects. If you and your club have had an awesome service project recently, share them with us at <http://www.carolinaskeyclub.org/spotlight-on-service>. Once you submit, your project will be featured on our website and our social media! You can be the inspiration for other clubs and help spread service across the Carolinas!

In the past couple of months, we have also held our annual Fall Rally, hosted in Carowinds on October 9th! A recap of this event is included in this edition and make sure to give a read to see what you can look forward to for next year! If you missed the Fall Rally, we will be hosting our District Convention on March 24-26, 2023. Be sure to save the date, you don't want to miss it!

Finally, thank you all for the work you have done so far! We are reaching the halfway point of the year, so keep up the good work! If you have any questions or concerns, feel free to contact me at edr2223@carolinaskeyclub.org. Happy Holidays!

Yours in Service,
Nidhi Guntupalli

Fall Rally Recap

Fall Rally was just a couple of months ago, on October 9th! It took place at Carowinds, where fellow Key Clubbers from across North and South Carolina enjoyed a day full of rides and activities with each other! This year, over 700 members attended, representing 34 clubs! If you have questions about Fall Rally, or our next event, District Convention, don't hesitate to reach out to the Carolinas Executive Board, executiveofficers@carolinaskeyclub.org!

Major Emphasis Program

Children: Their Future, Our Focus

Key Club International strives to serve children around the world. They aim to provide global benefits to children by partnering with various organizations. Through their partnership with UNICEF, they aid the organization that is dedicated to serving children world-wide.



Key Club Week

Key Club week is always the first week of November, Oct. 31- Nov. 4th, and each day presents a different theme!

Monday- Show your K!

Tuesday- Kudos to Key Players

Wednesday- Dare to Share

Thursday- Random Acts of Kindness

Friday- Connect the K's

What can you do?

Corinth Holders High School



This school passed out kindness rocks and created a community sticky note board for Random Acts of Kindness!



Spring Valley High School



These students put up more than 200 keys for each a staff member and teacher in the school for Kudos to the Key Players!



Contact

Information

7

Elected new officers? Submit their contact information [here](#). Contact information is especially important this year!

Dues



The FINAL deadline for dues is coming up on December 1st! Make sure to send them all in on time and your club will be entered into a lottery to win a free hotel room during the International Convention in 2023!

HOLIDAY SERVICE IDEAS

Bring the cheer to this holiday season and volunteer!
Here are a few ideas you could do:

- Random Acts of Kindness
- Making holiday cards
- Sponsor a family
- Make blankets
- Trash pick-ups
- Baked good deliveries
- Letters to Soldiers
- Bringing Christmas to neighbors
- Host a food drive
- Make goodie bags
- Volunteer at shelters
- Make handmade ornaments
- Care packages for teachers



Keeping Up with a Social Media Account

By now, your club or division should have its own Instagram. If not, you can always start now! Posting on social media is a great way to improve member participation and send out reminders.

Below are some examples of what your Instagram feed can look like and some ideas of what to post.



← Create a highlight for big events

← Share information about our partners

← Advertise Key Club International events



What to post:

- Reminders for meetings
- Service ideas
- Partner Spotlight
- Key Club events
- Pictures from volunteers
- Member of the Month

Try posting once a week to start seeing progress!

Youth Opportunities Fund

Youth Opportunities Fund is funded by Kiwanis to provide grants to Key Clubs and their members for service events/activities and for scholarships. These grants can help your Key Club help your community and school thrive! In order to qualify for the grant, you must identify a service opportunity needed in your community. If you can think of one right now, then you should apply and help make a difference in your community!!



Grant Basics:

- Grants can be between \$250 and \$2500
- There are two cycles a year
 - First cycle applications were due on October 15, 2022
 - **Second cycle applications are due March 1, 2023**
- Only one grant is available per club, each year
- Results will be emailed four weeks after the due date
- Dues must be paid before grants can be issued
- A grant report is due at the end of the grant cycle

Requirements:

- Be engaging with Key Club members
- Fill a need in your community
- Support activities in at least one Kiwani's cause areas: health, education, or leadership
- Spend grant money within 12 months



Spotlight on Service

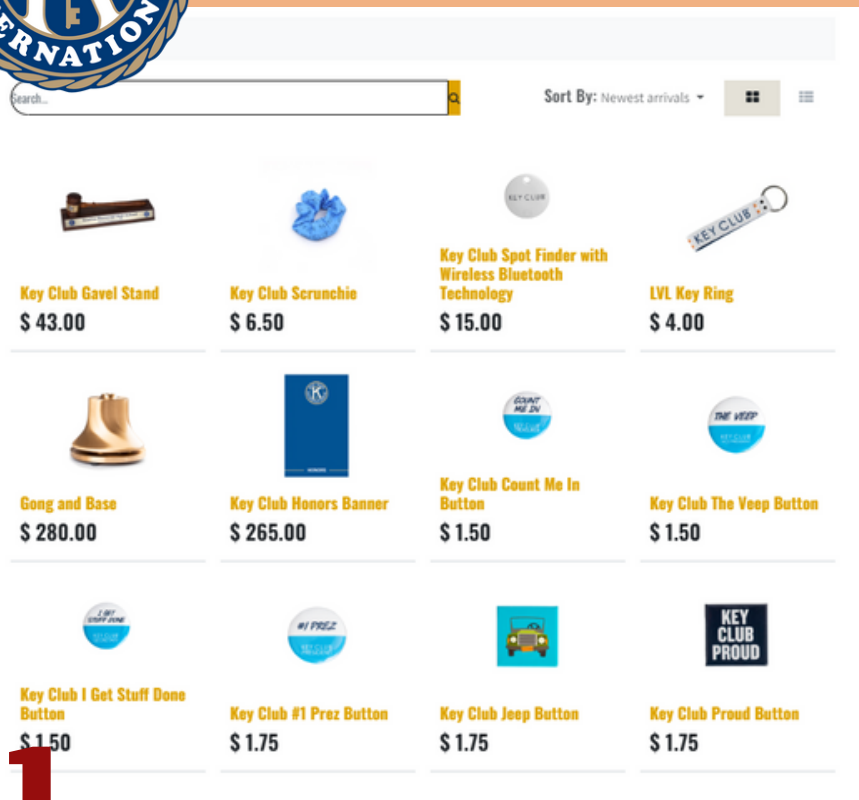
Spotlight on Service allows clubs to gain unique recognition for any outstanding projects completed. If you and your club have a unique project coming up, consider submitting [here](#)! Once you fill out the form, make sure to email spotlight@carolinaskeyclub.org with any pictures for social media posts! Stay tuned to see your project on our website and Instagram!

SPOTLIGHT-ON-SERVICE

— *Submit Today* —

- ★ Step 1: Perform a cool service project.
- ★ Step 2: Go to the Spotlight-on-Service feature on the Carolinas Key Club Webpage
- ★ Step 3: Tell everyone about the service project your club performed by submitting to Spotlight-on-Service!

<http://www.carolinaskeyclub.org/spotlight-on-service>



KEY CLUB *Gear*

Show off your Key Club apparel! The Key Club shop includes pins, shirts, hats, and other exciting things. To browse through the store, click [here](#)!

Preferred Charities, Partners, and International Sponsors



Erika's lighthouse creates a community educating students about mental health and its importance. As their community grows, so does their awareness. Join them in Getting Depression Out of the Dark. If you would like to know more about this community, please click [here!](#)

UNICEF has a project called the Elimination Project. This project focuses on eliminating tetanus in women and infants. Tetanus has taken over thousands of infants, and women every year. If you would like to learn more about this project, click [here](#).



The Thirst Project raises awareness of the global water crisis and educates students across the country. They hope to make clean water accessible to everyone. Key Clubs participate in multiple fundraisers specifically called Thirsty 30.

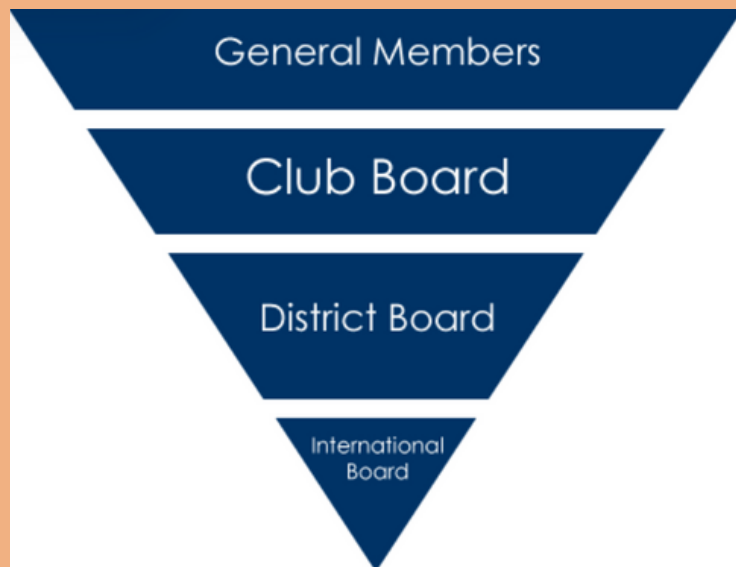
Landscape Structures has partnered with Kiwanis International to create playgrounds in communities across the globe. They build commercial playgrounds for children of all ages and continue to strengthen the communities.



Key Club International has partnered with Schoolhouse for free tutoring across the world! If you're interested in becoming a tutor or learning something new, click [here!](#)

Key Club Structure

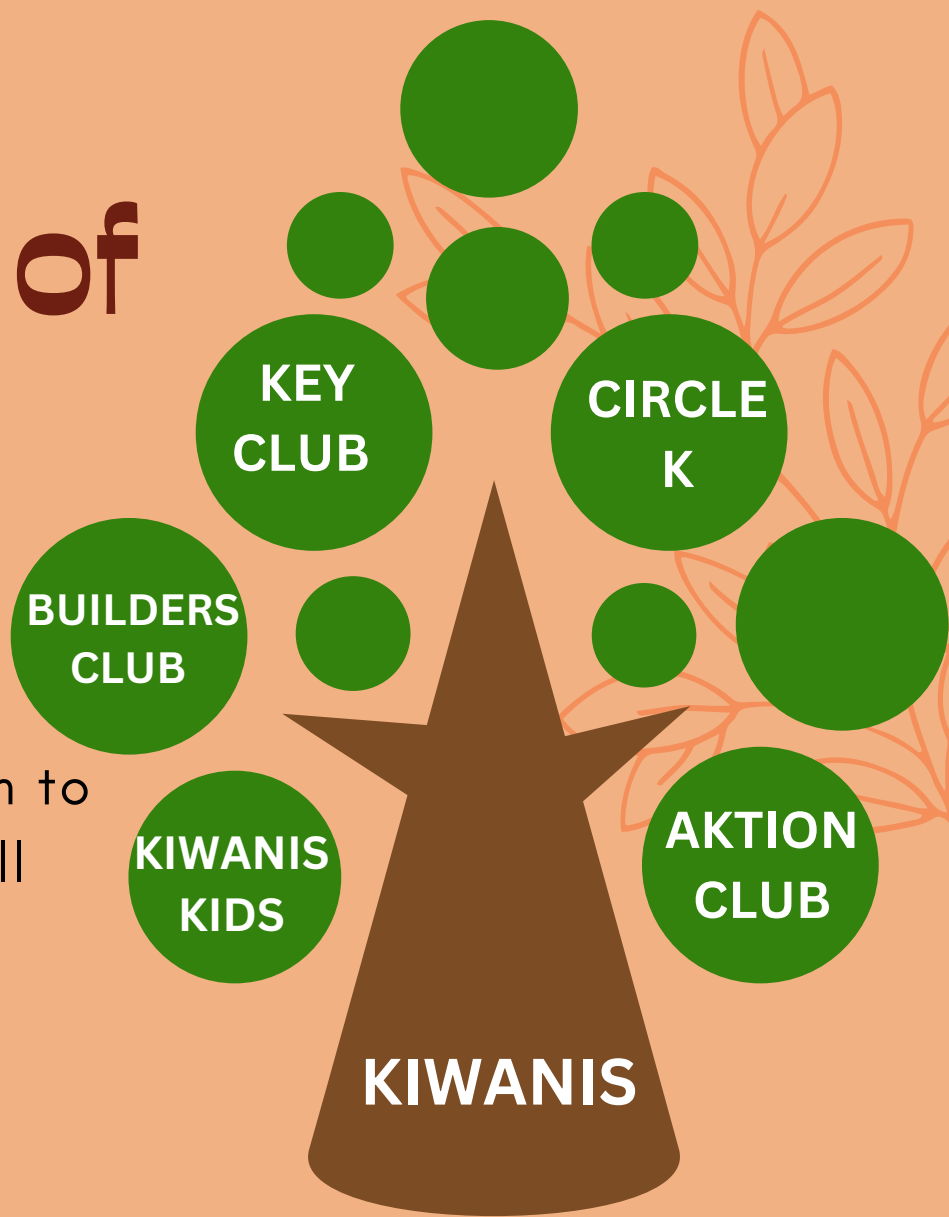
Key Club's structure is made up of four components: members, clubs, districts, and the International Board, forming an inverted pyramid. Our structure is inverted to reflect on how members make up the largest portion of Key Club!



Branches of Kiwanis



Check out this diagram to see a break down of all the divisions within Kiwanis!



BRAND GUIDE

The Key Club brand guide is one of the most important tools in promoting Key Club! Following this guide allows all of Key Club International and the districts connected. The guide includes information about logos, font families, brand colors, and examples of how to use each element.

Remember, when creating any Key Club graphics, make sure you are being consistent with the brand guide, that way people know that it is Key Club content!

To see the brand guide, follow [this link](#).

Fonts

Key Club font families

Make sure you're familiar with Myriad Pro, Garamond Premier Pro and Abril Display Italic. If you don't have these fonts on your computer, look for downloads online. You can also buy fonts at:

myfonts.com
adobe.com/type
fonts.com
fontshop.com
linotype.com
veer.com

For more about serif and sans serif fonts, see page 13.

<p>Myriad Pro</p> <p>Primary sans serif font</p>	<p>Century Gothic</p> <p>Alternate sans serif font</p>	<p>Verdana</p> <p>Alternate sans serif font</p>
<p>Garamond Premier Pro</p> <p>Primary serif font</p>	<p>Goudy Oldstyle</p> <p>Alternate serif font</p>	<p><i>Abril Display Italic</i></p> <p>Optional display font</p>



You can find plenty of fonts to choose when making your own Key Club graphics!

Colors

Make it pop with color

Color is a key component of any successful brand. It can be difficult to match across varying media, but this chart will help you get pretty close. Choose from our palette—and pick the color code that works for your piece. And on page 16, our quick note about the color codes will help guide you through all those letters and numbers.

<p>PANTONE Black</p> <p>CMYK 0 / 0 / 0 / 100 RGB 35 / 31 / 32 HEX 231f20</p>	<p>PANTONE 295 Blue</p> <p>CMYK 100 / 70 / 0 / 40 RGB 0 / 47 / 95 HEX 003366</p>	<p>PANTONE 872 Gold</p> <p>CMYK 20 / 30 / 70 / 15 RGB 180 / 151 / 90 HEX b49759</p>	<p>PANTONE Cyan</p> <p>CMYK 100 / 0 / 0 / 0 RGB 0 / 174 / 239 HEX 00aef</p>	<p>PANTONE 158 Orange</p> <p>CMYK 0 / 61 / 97 / 0 RGB 245 / 128 / 37 HEX f58025</p>
<p>PANTONE 174 Brown</p>	<p>PANTONE 187 Red</p>	<p>PANTONE Magenta</p>	<p>PANTONE 576 Green</p>	<p>PANTONE 122 Yellow</p>

Use this full range of colors to stand out and pop!

Contact your Lieutenant Governor

Lieutenant Governors (LTG) are some of the most important resources you have. They are responsible for keeping local clubs updated with information from the District and International boards. Some of their responsibilities include creating monthly newsletters, constant communication with advisors, monthly reports, and holding divisional meetings. Remember that your lieutenant governor is here for you! So, if you have any questions about Key Club, please contact them. Don't know who your lieutenant governor is? Don't fret, check out the list below to find your division! If you can't find your division, you can always email @executiveofficers@carolinaskeyclub.org!

- 1- Ella Wright, cdkc2223ltgecw@gmail.com
- 2- Vinh Le, cdkc2223ltgvle@gmail.com
- 3- Ally Smith, cdkc2223ltgapse@gmail.com
- 5A- Shruthi Meenakash, cdkc2223ltgsm@gmail.com
- 6- Jade Lyttle, cdkc2223ltgjl@gmail.com
- 7A- Aleksei Sample-Kietrys, cdkc2223ltgams@gmail.com
- 7B- Diego Padilla, cdkc2223ltgdape@gmail.com
- 8- Angela Xue, cdkc2223ltgaxe@gmail.com
- 10- Amogh Rao, cdkc2223ltgare@gmail.com
- 11A- Leeanna Coleman, cdkc2223ltglkc@gmail.com
- 11B- Molly Barbour, cdkc2223ltgmb@gmail.com
- 12A- Disha Patel, cdkc2223ltgdnpe@gmail.com
- 12B- Cate Hawting, cdkc2223ltgch@gmail.com
- 12C- Emily Dudash, cdkc2223ltged@gmail.com
- 13A- Saanvee Sunkara, cdkc2223ltgss@gmail.com
- 13B- Anya Trivedi, cdkc2223ltgat@gmail.com
- 14- Cora Altizer, cdkc2223ltgecagmail.com
- 17- Olivia Perry, cdkc2223ltgope@gmail.com
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- 20- Davis Lee, cdkc2223ltgdl@gmail.com
- 21- Bowen Gao, cdkc2223ltgbg@gmail.com
- 26- Kayla Le, cdkc2223ltgkl@gmail.com

Timeline

Mission Statement

December 1st- FINAL deadline for dues
December 5th- All of the board's newsletters updated on the website
January 6-8th- Professional District Leadership Experience
March 24-26th- DCON!

 * Key Club is an
 * international, student-
 * led organization that
 * provides its members
 * with opportunities to
 * provide service, build
 * character and develop
 * leadership.

Contact Information

Governor

Niko Sample-Kietrys

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Secretary

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Treasurer

Asmita Malakar

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Editor

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Administrator

J. Scott Johnson

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<http://www.carolinaskeyclub.org/>



@carolinaskeyclub



@carolinaskeyclub