

Spring 2023 Edition of

The
Carolinas
Blueprint

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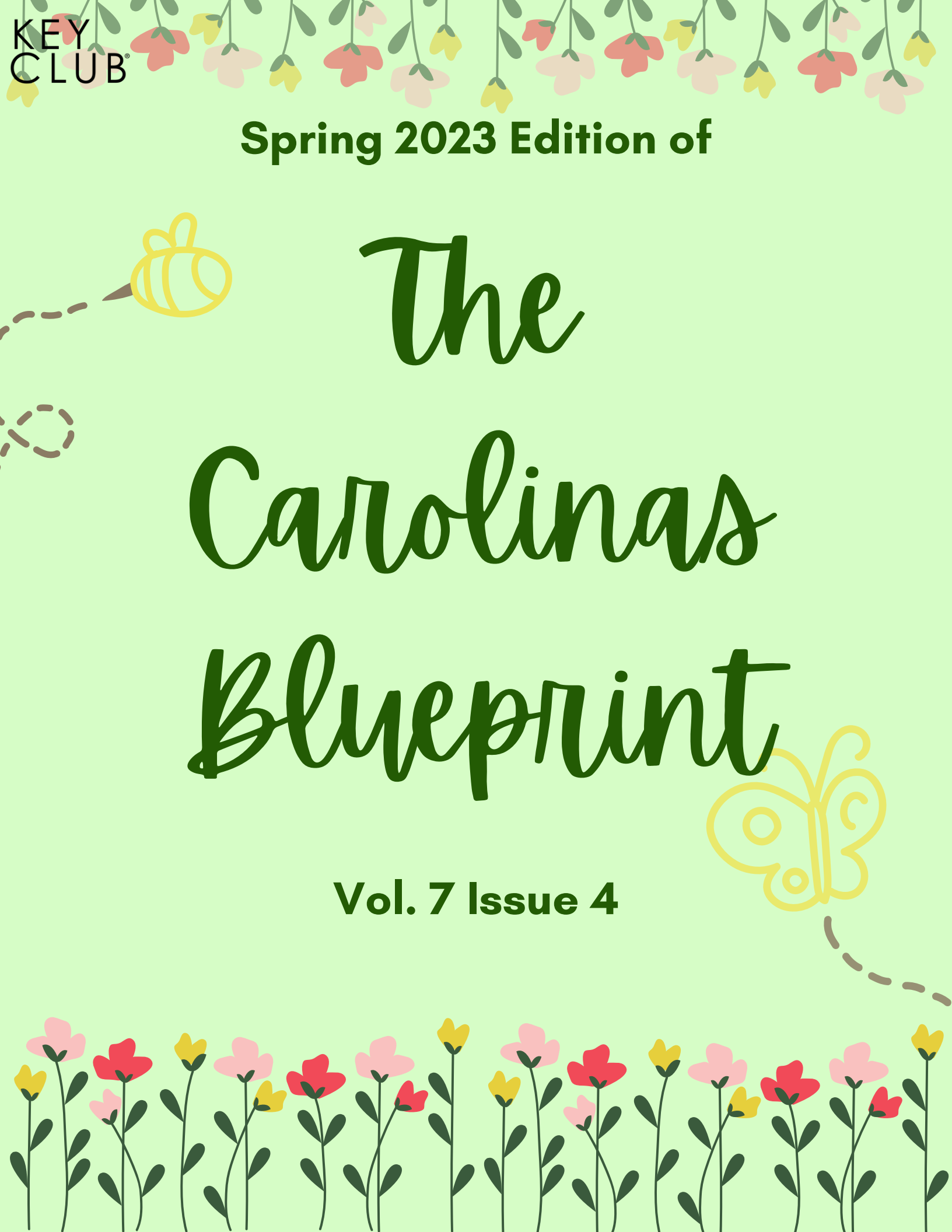


Table of Contents

District Convention Recap.....	1
Governor's Greeting.....	2
Secretary's Summary.....	3
Treasurer's Thoughts.....	4
Editor's Extension.....	5
2022-2023 in Review.....	6
Youth Opportunities Fund.....	8
Club Officer Elections.....	9
Request for Contact Information.....	10
Major Emphasis.....	10
Spring Service Ideas.....	11
Spotlight on Service.....	11
ICON '23.....	12
Keeping up with a Social Media Account.....	13
Preferred Charities, Partners, and International Sponsors.....	15
Brand Guide.....	16
Timeline.....	17
Mission Statement.....	17
Contact Information.....	17



DISTRICT CONVENTION RECAP

Unlike last year, the 2023 District Convention (DCON) was held in person for the first time in three years! At the convention, over 200 members and 20 clubs were represented. On Saturday morning the next board of officers was elected, including our executive officers. We now have over 20 new lieutenant governors and four new executive officers: Liv Perry for Governor, Aleksei Sample-Kietrys for Secretary, Shruthi Meenaksh for Treasurer, and Molly Barbour for Editor.

Following the elections, we hosted our Talent Show, where we saw dancing, singing, and heard some instruments. We ended the night with a beach-themed dance to promote our trip to California for ICON!

Sunday Morning began with a joint board meeting with the new and old boards to start working on transitions and was followed by the Governor's Farewell Brunch. During this session, the 2022-23 board officially retired and the 2023-24 board was installed. Thank you to everyone who attended and best of luck to the next board!!



Governor's Greeting

Dear Carolinas District,



It has been an honor to serve as your District Governor for the past 12 months. It really has been an amazing experience, and I am a different person than I was a year ago because of the lessons I learned and the people I met along the way. I'd like to give a very big thank you to our Lieutenant Governors and Executive Board, who have worked tirelessly to make this district the best it can be. I couldn't have asked for a better group of people to work alongside and to help kick off our in-person return.

What an in-person return it was! We led our first International Convention district tour in three years, meeting Key Club members from across the country and participating in valuable workshops that gave us an idea of how we'd run our District Convention. We then planned for and ran a successful Fall Rally, with over 700 attendees from across the Carolinas. All the excited faces were a sign that our first district-wide event since 2019 was a big hit! And now, we hold our first District Convention in four years. I am very excited to see everyone there and celebrate a fantastic year of service.

Again, it has been an honor and a privilege to serve as Governor. I will be forever indebted to the members of Carolinas Key Club for all the support and encouragement they have given me throughout my time on the board. However, as one term ends, another begins. Your next group of district officers will be every bit as dedicated as this one, and I know that the District will fall into good hands.

One last time,

Yours in Service,

Niko Sample-Kietrys

Secretary's Summary

Dear Carolinas District,



I hope that everyone is having a great end to their school year! Sometimes, it feels like a century ago, going into our District Leadership Conference back in March of 2022, after a lieutenant governor Term filled with zoom meetings, repeated emails with little response, and no face-to-face contact with anybody. Yet, I heard stories of what in-person events were like, what Fall Rally, District Convention, and International Convention were like. Wanting to be a part of bringing excitement back to the Carolinas, I knew that the way to do that would be by running for the District Board.

Starting off my term, I hoped to apply what I had learned from my lieutenant governor year to my year as secretary. Throughout the virtual year, I had struggled to get responses from advisors. This, combined with my wish to bring the Carolinas back better than ever, set my focus on helping to collect as much contact information as possible. Our starting point on this goal was not ideal, with 0.8% of clubs with contact information for the year. To turn this around, I worked with the district board to get the information we had out to the lieutenant governors. I wrote guides for lieutenant governors as some of them faced minimal replies from clubs, just as I did during my term. Through this, I hoped that they would have access to resources and answers that I could have used previously. Now, as I near the end of my term, the district has 42% of clubs with contact information.

Another part of bringing excitement back to the Carolinas included the in-person events that I had heard so much about from the adults and previous board members. As most of us on the board, including myself, had never attended any in-person event as part of the district, getting the events going like they were 3 years ago was a big challenge. But through many planning sessions and zoom meetings, I learned that, sometimes, what was done before is not always the best. As a board, we were able to plan an engaging and successful Fall Rally to open the year, and are planning what will be an exciting District Convention.

Given another year on the board, I would have liked to take more initiative earlier on by implementing programs and goals for lieutenant governors to distribute to clubs to help get more contact information updated. 42% of clubs with information, while a major step up from 0.8%, is not quite what I had hoped for. However, I hope that my work will lead the way for the next district secretary to take the district to new heights.

Finally, this past year has changed me substantially as a person, from a shy high-schooler back on the bus to an international convention in July, to someone who is willing to take on more challenges and try out new things. Key Club has effectively set me up for the future in this way, and I would not change my choice to run for the board for anything.

Yours in Service,
Mathew Chu

Treasurer's Thoughts

Dear Carolinas District,

When I was first elected into office in May of 2022, I was fully aware that delivering speeches would be one of my most difficult duties. However, none of them have been as difficult as this farewell speech because I think it's truly easier to say hello than it is to say goodbye.

Though my time as a serving member of Key Club is approaching an end, I am incredibly grateful to have been part of this service community for the past four years where I received the opportunity to truly leave an impact on the people around me. And this is especially true for the past year where I was given the privilege to serve all of you as the Carolinas District Treasurer. Over the past year, I interacted with all of you during events like Fall Rally and constantly communicated with different clubs across the Carolinas District and lieutenant governors to maintain membership information and reactivate clubs who were inactive during the COVID-19 years.

This past year was a challenging one for all of us as we made the transition to a virtual to an almost completely in-person but as District Treasurer I was able to contribute to the board's effort to return district membership to nearly 10,000 high school students and execute our first in person Key Club events after nearly 3 virtual years.

My time as District Treasurer was truly one of great adventure and responsibility and though I am sure there are still some I would have loved to change, I know that each and every one of these moments have shaped me into the altruistic, confident person I am today. But as I end my term as district treasurer, I know that this is only the start of my journey on the path of service.

Somebody said, "Time flies but leaves its shadow behind." Freshman me could have never imagined that my one decision to join Key Club would have given a new purpose to my life so I hope that all of you guys regardless of whether you are continuing or leaving Key Club this year you will carry your experience as a member in the future to change the lives of those around you.



Yours in Service,
Asmita Malakar

Editor's Extension

Dear Carolinas District,



It is hard to believe that the year has gone by so fast. Stepping into the role of Lieutenant Governor two years ago has led me on this rewarding journey that has helped me grow in many ways. I am honored to have served as your District Editor for the year and been here to see the growth our district has done. From attending the weekly meetings to getting ready for our first District Convention in over three years, the year has come and gone quickly. I want to thank the board, lieutenant governors, and executive officers, for their neverending hard work and unwavering dedication that has made our year so successful. They have lifted our district to new levels and I can't describe how wonderful they have been on our return to in-person events.

This year has been a lot of firsts for us, including our first year back in-person in two years. This transition has had its ups and downs, but in the end, it was nothing but successful. Starting with Fall Rally, the first event of the year, we had over 700 members and 30 clubs represented in the audience. Seeing this amount of people and excitement only encouraged us to work harder to make the District Convention as successful as possible.

Finally, as DCON grows closer, we are nearing the end of our term. I want to thank you for allowing me to serve as your District Editor. The memories I have made and the experiences I have gained will always be cherished and I have no doubt that the next board will be able to say the same. Thank you again for such a rewarding year, I look forward to seeing the Carolinas District continue to succeed.

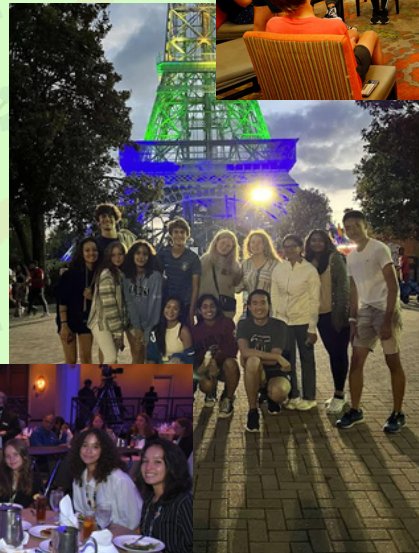
Yours in Service,
Nidhi Guntupalli

Year in Review



ICON '22

July 5-11





Fall Rally

October 9



PDLE

January 6-8



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!!



BOOKMARK IT

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 Kiwanis's cause areas: health, education, or leadership
- Spend grant money within 12 months



Club Officer Elections

As the year comes to a close, make sure you have your officers for next year prepared! If you haven't already held elections, don't worry, you still have time!

Give each candidate time to decide on a position and to prepare a speech for the whole club to hear. Then, make a voting form and send it out! Club Officers are an essential part of keeping your club up-to-date and successful. Here are some main officer roles: President, Vice President, Secretary, Treasurer, Bulletin Editor, and Webmaster. Learn more about each role below!

President

- Lead meetings for officers and members
- Create goals for the year
- Maintain engagement with members

Vice President

- Assist member recruitment activities
- Fill out monthly reports
- Help lead the meetings

Secretary

- Keep files and spreadsheets organized
- Create sign-ups for events
- Record meeting minutes

Treasurer

- Prepare the year's budget
- Collect and remind members for dues
- Maintain engagement with members

Bulletin Editor

- Create a social media presence
- Produce newsletters
- Take photos during events/activities, and meetings.

Webmaster

- Make sure the website is updated
- Engage members through online resources
- Help recruit members

Request for Contact Information

With the end of the year approaching fast, we want to start off the next term strong! Submit your officer's contact information [here](#), don't worry if you haven't held elections for new officers yet! Contact information is especially important to get back to normal!

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.



Spring Service Ideas

Start the new year off strong with these service ideas:

- Random Acts of Kindness
- Sponsor a family
- Make blankets
- Trash pick-ups/field clean-ups
- Teacher appreciation notes/gifts
- Baked good deliveries
- Letters to Soldiers
- Volunteer at shelters
- Donate clothes for the summer
- Make goodie bags for students

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 or are trying out one of the ideas above, 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!

ICON '23

International Convention

International Convention, most commonly referred to as ICON, is the largest event on the Key Club International calendar. Key Club members from across the globe gather annually to meet, learn, and most importantly, have fun! This year, ICON is scheduled to take place from July 5-9, 2023 in Anaheim, California. This convention consists of workshops and sessions based on leadership. Key Club International elections also take place here and those participating will be able to vote as well!

The 2023 Carolinas District Tour will be held from July 3rd-July 11th and will include visiting Universal Studios, Disney Adventures, Hollywood, and so much more! Throughout the tour, we will visit multiple cities, including Anaheim, where the convention is located, San Diego, and Los Angeles. For a more detailed preview of our week in California, click the button below for the registration packet. The packet also includes the full breakdown of the complete tour package and the registration form. The cost to attend starts at \$1,799, which includes the registration fee for ICON, tickets for each park, the zoo, and traveling.

Registration Packet

Registration Form



Keeping up with a Social Media Account

Social media is a great way to keep up with members and reach many people in a short amount of time. It is also a great way to post reminders and updates about Key Club! Some resources you could use in creating content includes Canva, Picmonkey, and Screen-Casto-Matic. Using these platforms can make your posts visually appealing and engaging. Here are a few tips on running an account:

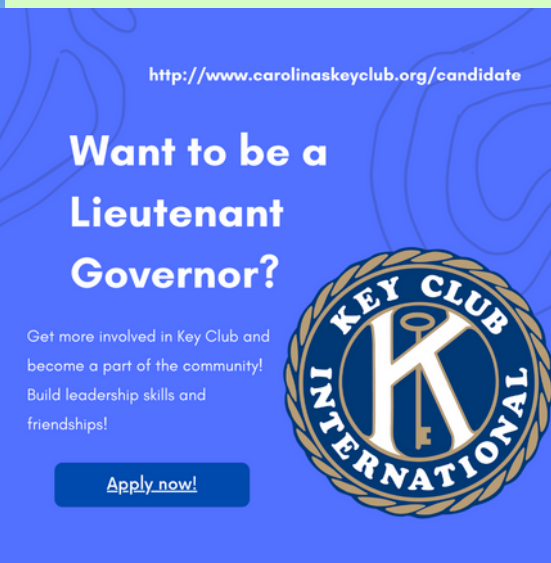
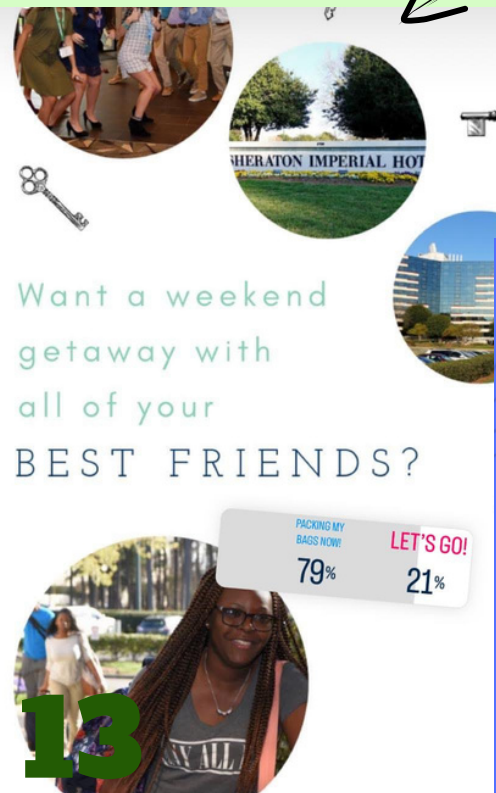


- **Post consistently and often**
- **Add interactive elements to it**
 - **Q&A's, polls, questions, stories**
- **Use hashtags**
- **Create challenges on Tik Tok or Reels**

Here are a few examples from the Carolinas Key Club Instagram!

Instagram Story

Posts



Preferred Charities, Partners, and International Sponsors



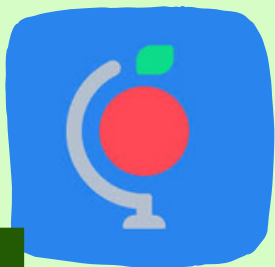
Erika's lighthouse creates a community educating students about mental health and its importance. As their community grows, so does their awareness. Join them in Getting Depression Out of the Dark. If you would like to know more about this community, please click [here](#)!

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](#)!

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

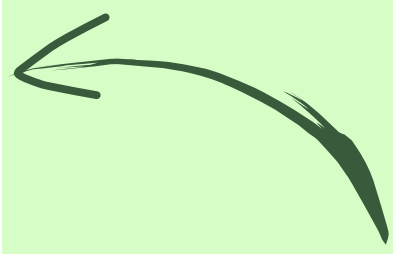
Key Club font families

<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>

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.



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

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

15

Colors

Make it pop with color

<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>

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.

Timeline

March 5th- District Board's newsletters available on the Coastline

March 24-26- DCON!!

April 25th- ICON Registration due

July 3-11- ICON!!

Key Club Mission Statement

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

Contact Information



@carolinaskeyclub



@carolinaskeyclub



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



@carolinaskeyclub



@carolinaskeyclub

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