

Winter 2023 Edition of

*The
Carolinas
Blueprint*

Vol. 7 Issue 3



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DISTRICT CONVENTION

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!

Registration closes **soon**, so sign up now!! Check out the registration packet and our website for more information:

- [Registration Packet](#)
- [Website](#)

contests/elections

Do you have a showstopping talent?
Consider participating in our talent show! Auditions will be held at the convention!

If you are interested in running for a district position, make sure to submit a candidate form, found on the website, by **March 6**.



Governor's Greeting

Dear Carolinas District,

I hope you are all doing well and have had a great start to the new year! I also hope that you have been able to be active in your school and community to make a difference. This year will be over before you know it, and your time in high school will seem to fly by. Do everything you can with what you have, and leave your mark on the places you love.

With that said, our District Board has been doing all they can to leave their mark on Carolinas Key Club. Over the past month and a half, the District Board has been working very hard to ensure that clubs across the district are informed about our upcoming District Convention. Not only that, but we have been and will continue to work extremely hard to create an exciting District Convention experience that will almost make the three year wait worth it!

As I'm sure you've heard, this is an amazing opportunity for you and your club. If you are planning on attending, I highly encourage you to enter some of the many contests and competitions that will take place throughout the convention. For any ambitious underclassmen, I recommend that you look into running for Lieutenant Governor, a statewide leadership position on the District Board. This is a great segue into even more leadership opportunities down the line, and I can promise from experience that if you take advantage of these opportunities, you will grow as a person, both personally and professionally. Please reach out to me if this sounds like something you would be interested in!

Make sure that you are continuing to check your emails from Lieutenant Governors so that you are staying up to date with any District Convention news and updates.

I hope to see all of you soon at the District Convention!

Yours in Service,
Niko Sample-Kietrys

Secretary's Summary

Dear Carolinas District,



I hope everyone is having a great start to 2023! 2022 was definitely a crazy year, but there is a lot to look forward to in 2023. In addition, a lot has been happening for Key Club on the district and club level.

In terms of club contact information, you have all helped collect a lot of contact information since our last edition of the Blueprint. As you may recall, at the time of the Fall Blueprint, we had 26% of clubs with updated information. Now in February, we currently have 42% of clubs with information for the year, which means we now have more clubs with information than clubs with outdated information. Even as the Key Club year may be drawing to a close, please do submit your club's information if you have not already done so! You can submit the form even if you do not have the officers for the year, or even if you have not been meeting successfully during the year. You can indicate your club status on the form, and help us get information updated at <http://www.carolinaskeyclub.org/officerinfo>. You can also include any questions you may have on the form, so be sure to fill it out.

It is also a great time to start holding club officer elections for the next year! You can send out applications to your clubs through various methods, and get members acquainted with the responsibilities that each position has. Once you elect new officers, you can get a head start by updating us with their contact information for the next year. Just be sure to indicate this when filling out the contact information form.

Finally, District Convention is coming up fast. If your club is attending, I highly recommend encouraging your club members to run for District Board. Being on the District Board opens up a world of possibilities, helps with leadership skills, and allows you to work with peers to make Key Club work. You can find more information at <http://www.carolinaskeyclub.org/districtconvention>, and if you have any questions, especially about the District Secretary position, please feel free to email me. Be sure to keep up the good work, encourage your members to keep serving their communities, and I hope to see all of you at District Convention.

Yours in Service,
Mathew Chu

Treasurer's Thoughts

Dear Carolinas District,



I hope everyone has been having a great start to their 2023 year. In 2022, we accomplished a lot as a District from hosting a successful Fall Rally with hundreds of attendees to leading large-scale district projects across North and South Carolina. As we approach DCON in less than a month, it's important that all lieutenant governors maintain the same enthusiasm.

February 1st was the last date for clubs to submit their dues payment before being suspended for the year. As of this month, 83% of all clubs or 154 clubs out of 185 finished paying their dues due to which the Carolinas District has a strong membership of 8632 Key Club volunteers. This percentage is over a 20% increase compared to the last time we met in January and the growth in total membership is a true reflection of the work that all lieutenant governors committed to in the past few weeks. However there still are over 30 clubs that weren't able to pay their dues this year, hence I encourage every lieutenant governor to send the club suspension guide to all suspended Key Club schools for ways to proceed after this temporary obstacle. You can find the suspension guide at this link:

<https://static1.squarespace.com/static/518b1a48e4b0826a8ac7fdd2/t/5ef156256457de797a3e5045/1592874533216/Suspended+Club+Guide.pdf>.

As the year is ending, it's important that clubs start thinking about ways to expand membership to replace graduating seniors. There are many different steps that club officers and advisors can take to promote Key Club in their school and community. First of all, working to retain current underclassmen is a vital step in increasing membership numbers. After maintaining interest from current members, there are many different resources that advisors and officers can utilize to increase awareness about their Key Club. Social media, school announcements, and Key Club meetings are great ways to introduce potential new members to the concept of this service club. The Key Club website has many creative recruitment posters and trifold brochures that can be used by schools to assist them in gaining membership.

The District Convention will be hosted in Raleigh in less than a month, so if your club will be in attendance at the event it's important that they are aware of all the competitions and the District Board election that will take place then. There's a lot that one can learn from serving on the district board. Hence, it's important that all lieutenant governors encourage their division to send at least a few candidates to run for a lieutenant governor position. On that note, if any one of you has a question about the District Treasurer position please feel free to email me about it.

Yours in Service,
Asmita Malakar

Editor's Extension

Dear Carolinas District,

I hope everyone's had a fantastic year so far! The Key Club term is coming to a close soon with our District Convention (DCON)! Be sure to register before it's too late! This school year has been a little different with it being our first year back to "normal" and you all have been doing great. Keep it up!

The District Board has gotten a lot done these past few months, including the creation of a Service Project Guide! This guide serves as a resource to help anyone who needs ideas for service projects and how to get started with each idea. For more information, refer to page 11.

Lots of you have been implementing amazing service projects, so make sure to submit photos to get featured on our Spotlight on Service page! To submit photos, email spotlight@carolinaskeyclub.org, and fill out the form at <http://www.carolinaskeyclub.org/spotlight-on-service>. You can be the inspiration for others! If you are looking for some inspiration yourself, check out page 10 to see what other schools have done so far!

Along with the guide, the board has also been prepping for DCON! This is the event of the year with opportunities to run for district board, participate in talent shows, and receive awards for your clubs. Remember, if you attend, you have the chance to run for district board, including the position of lieutenant governor! This is a great opportunity to build leadership skills and connect with others through service and dedication. Make sure to fill out the necessary forms if you are interested in running by March 6. For more information visit, <https://www.carolinaskeyclub.org/districtconvention>.

As we are nearing the end of the year, maintain communication with your own LTG and finish strong! I hope to see you soon, at DCON!

Yours in Service,
Nidhi Guntupalli

Running for District Office

Governor

- Maintains communication between Key Club International and the district
- Communicates with Kiwanis
- Leads district functions and meetings along with the Executive Board

Secretary

- Creates meeting minutes for each meeting
- Records contact information for the district
- Creates the Carolinas Key

Treasurer

- Records dues sent in from each club in the district
- Provides updates on the activity of Key Clubs
- Monitors finances and reports

Editor

- Manages Carolinas social media (Instagram, TikTok)
- Maintains the Carolinas Website
- Creates four seasonal editions of the Carolinas Blueprint

Lieutenant Governor

- Acts as a liaison between the district board and local Key Clubs
- Creates monthly newsletters with updates from Carolinas Key Club and Divisional updates
- Oversees a division made up of five to six Key Clubs



New Year, New Service!

Start the new year off strong with these service ideas:

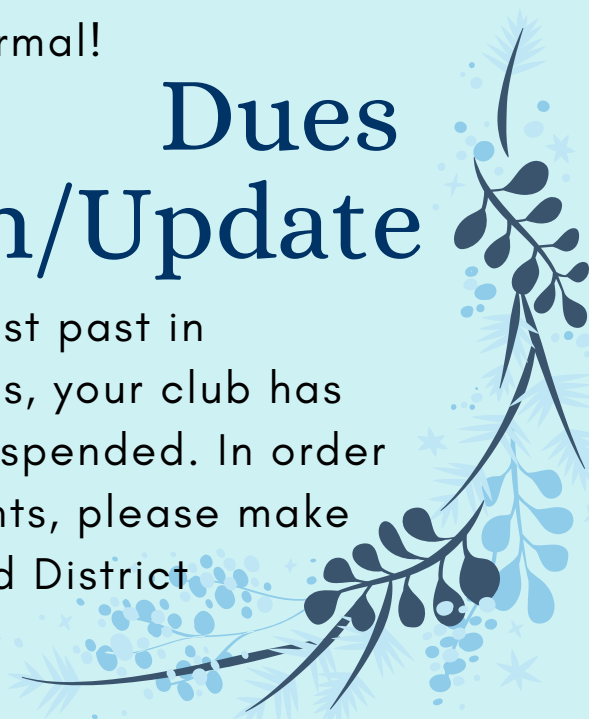
- Random Acts of Kindness
- Sponsor a family
- Make blankets
- Trash pick-ups
- Teacher appreciation notes/gifts
- Baked good deliveries
- Letters to Soldiers
- Volunteer at shelters
- Donate coats/jackets
- Make goodie bags for students

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!

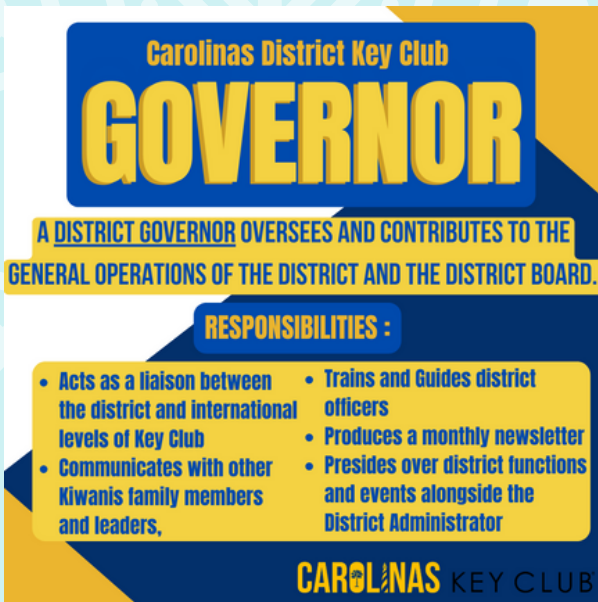
Dues Information/Update

The FINAL chance to submit dues just past in January. If you have not submitted dues, your club has been marked inactive and has been suspended. In order to participate in official Key Club events, please make sure to reactivate your club and attend District Convention next year!



Tips for Making Graphics

- Don't use a ton of fonts and make sure to stick to the same font family
- Try not to crowd the space with lots of pictures and elements- keep it simple!
- Make some words in a bigger and different font to get more attention
- Remember you can always make images transparent, like the Key Club logo here!



- Stick to a color scheme to help people recognize Key Club (Blue and Gold are Key Club's distinguishable colors!)
- Try different formats and include various photos
- Choose bolder fonts to attract more attention and excitement, like "Governor" here:

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!

Check out some of the projects Key Club has done this year:

Corinth Holders High School



This Key Club hosts monthly school clean-ups for classrooms, fields, and even stairwells!

Seaforth High School



Members of this club sorted and sold candy grams throughout the school and donated the profits to Operation Gratitude, an organization that cares for deployed military.

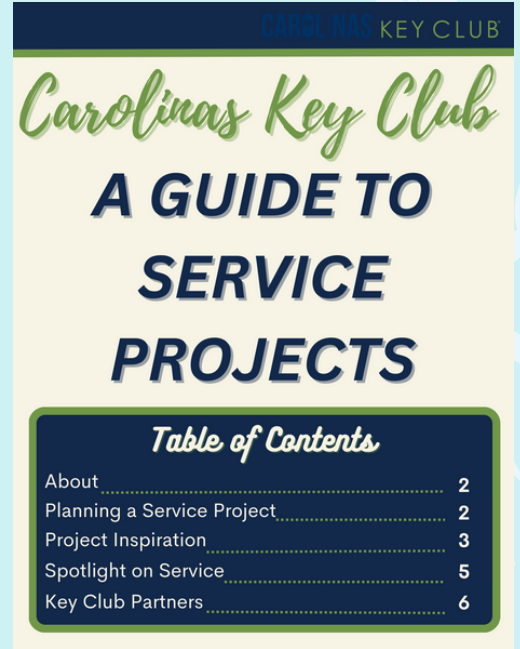
West Forsyth High School



West Forsyth helped a family, who had lost their home to a fire, by providing clothes, books, household supplies, and giftcards. Check out this collage of all the gifts collected!

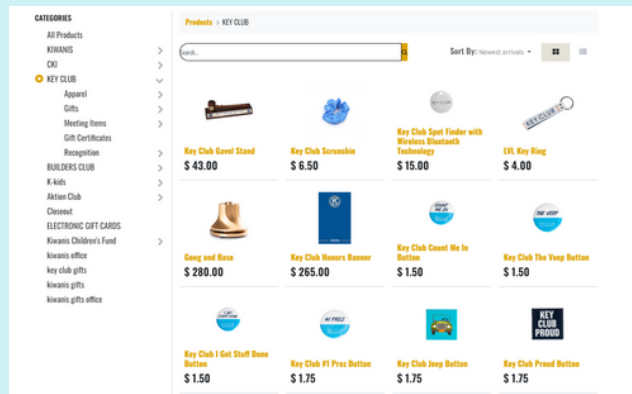
Service Project Guide

Having trouble coming up with a new service project? Check out our new guide to service projects, created by our Elections committee! This guide includes a list of ideas for service projects, as well as descriptions for each of our partners. Remember, if you do a service project, submit pictures and a description to get featured on the website and our social media!



Key Club Gear for Seniors

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!](#)



For Seniors:

For our seniors getting ready for graduation, don't fret! The Key Club store has pins, shirts, and medallions all for you!

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](#)!



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, cdkc2223ltgvl@gmail.com
- 3- Ally Smith, cdkc2223ltgapse@gmail.com
- 5A- Shruthi Meenakash, cdkc2223ltgsm@gmail.com
- 6- Jade Lytle, cdkc2223ltgjl@gmail.com
- 7A- Aleksei Sample-Kietrys, cdkc2223ltgamse@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, cdkc2223ltgche@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
- 18- Hannah Bryant, cdkc2223ltghb@gmail.com
- 20- Davis Lee, cdkc2223ltgdle@gmail.com
- 21- Bowen Gao, cdkc2223ltgbge@gmail.com
- 26- Kayla Le, cdkc2223ltgkl@gmail.com



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.

After Key Club...

Although the Key Club branch of Kiwanis is solely for high school, those who are graduating soon can join Circle K, Kiwanis's branch for college! If you are attending college, look out for your local Circle K and continue your Kiwanis journey!



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

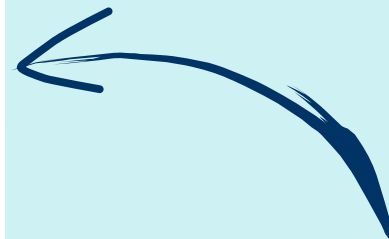
Key Club font families

<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>Abril Display Italic</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.



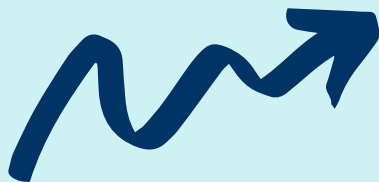
You can find plenty of fonts to choose when making your own Key Club graphics!

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.

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



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



Timeline

February 21st-

Registration Deadline for DCON

March 5th- Newsletters available on Coastline

March 6- Pre-judged contests submissions and Candidate forms due

March 24-26th- DCON!

Key Club Pledge

"I pledge, on my honor, to uphold the Objects of Key Club International; to build my home, school, and community; to serve my nation and God, and combat all forces which tend to undermine these institutions."

Contact Information

Governor

Niko Sample-Kietrys

gov2223@carolinaskeyclub.org

Secretary

Mathew Chu

sec2223@carolinaskeyclub.org

Treasurer

Asmita Malakar

trs2223@carolinaskeyclub.org

Editor

Nidhi Guntupalli

edr2223@carolinaskeyclub.org

Administrator

J. Scott Johnson

jscottjohnson@carolinaskeyclub.org



@carolinaskeyclub



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



@carolinaskeyclub



@carolinaskeyclub



@carolinaskeyclub