



SPRING 2020 EDITION OF

*the*  
*Carolinas*  
*Blueprint*

VOL. 5 ISSUE 1



# table of contents

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International Convention . . . . .	3
Summer Leadership . . . . .	3
Messages from Executive Officers . . . . .	4
Student Winners . . . . .	8
Advisor Information . . . . .	9
Contact Information . . . . .	10
Roles of Club Officers . . . . .	11
Online Fundraising . . . . .	12
District Project . . . . .	12
Youth Opportunities Fund . . . . .	13
Spotlight on Service . . . . .	13
Key Club Brand Guide . . . . .	14
Branches of Kiwanis . . . . .	15
Major Emphasis . . . . .	15
Preferred Charities . . . . .	16
Key Club Partners . . . . .	17
Timeline . . . . .	18

# INTERNATIONAL CONVENTION



Due to the Covid-19 outbreak, the 2020 International Convention has been cancelled. Although we will be unable to meet this year, there is still a lot to look forward to. The

2021 International

Convention will be held in Orlando, Florida and will feature exciting new things! We hope to see you there!

In place of International Convention this summer, Key Club International will hold a virtual session! You can find more information below!



**KEY CLUB**<sup>®</sup>

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**SUMMER LEADERSHIP CONFERENCE**

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**JULY 1-3**

Key Club International is hosting it's first-ever *virtual* Summer Leadership Conference! This event is **FREE** to everyone and features a wide variety of speakers, workshops, and fellowship opportunities!

Find More Information and Register at [keyclub.org/summerleadershipconference](https://keyclub.org/summerleadershipconference)

**Deadline to Register:** June 29th at 12PM  
U.S. Eastern Time



# Governor's Message

Dear Carolinas District,



**Raghav Chari**

## **Carolinas District Governor**

It is an honor to officially address you all as your Carolinas Key Club District Governor. It has truly been an unprecedented year for all of us, including the Carolinas District of Key Club. For the past 73 years, our focus in the Carolinas District has always been service and leadership and it seems like that is more important now than in typical previous years. It is important we collectively embody those tenets as a District, as there are a lot of people and organizations that need service from others. As people stock up on food and resources, food banks and homeless shelters are receiving fewer donations. In addition, more people are in need of such services which puts food banks, homeless shelters, and similar organizations in

need. To keep your Key Club active during this time, start online fundraisers and drives for these organizations. One of the main organizations that the Carolinas District will continue to be focused on this year is our District Project, the Boys and Girls Home of Lake Waccamaw. You can read more about the Boys and Girls Home in this blueprint or on our website at [www.carolinaskeyclub.org/district-project](http://www.carolinaskeyclub.org/district-project). I am also excited to announce that despite the delay in our elections due to the cancellation of District Convention, we have a newly elected District Board of Lieutenant Governors ready to serve your divisions! You can find your Lieutenant Governor at [www.carolinaskeyclub.org/district-officers](http://www.carolinaskeyclub.org/district-officers). We encourage you to keep in touch with your Lieutenant Governors so we can get through this year together, help those in need and stay informed about changes in the Carolinas District. We don't know how the rest of this year will look, however we can do our best to ensure we stay true to our beliefs and values and lead and serve not only our members, but provide service to those in need, because that is what it means to be a Key Club member. We encourage you to keep serving during this time where it is needed the most and we hope you are all staying safe and healthy! Feel free to contact me at [Gov2021@carolinaskeyclub.org](mailto:Gov2021@carolinaskeyclub.org) with any questions and I look forward to serving as Governor this year and leading our District through these times.

# Secretary's Summary

Dear Carolinas District,

My name is Jackson White and I am your 2020-2021 District Secretary. The responsibilities of this position include taking minutes for District Board meetings, creating contact information directories, updating the Carolinas Key, and facilitating the collection of contact information. On the topic of contact information, the 2019-2020 District Board collected updated contact information before they retired. At the end of the contact information collection wave, 2020-2021 contact information was submitted for 24% of the District's clubs, 2019-2020 information was confirmed for 7%, 2019-2020 information was left unconfirmed for 55%, and no information had previously been recorded for 15%. Since then, I have provided lieutenant governors with as up-to-date contact information handouts as possible and created a Contact Information Toolkit to guide them through this process. However, I have not focused solely on contact information collection. In the beginning weeks of my term, I created resources for club secretaries that will soon be available on the Carolinas Key Club website! These resources include a "Roles of a Club Secretary" informational flyer, a meeting minutes model, and an attendance sheet model. I hope your club secretary will utilize these resources that will certainly help make their job easier. My plan for this year is to create a solution to better manage contact information submission for newly chartered Key Clubs. There is not a current system for submitting contact information for newly chartered Key Clubs. The chartering paperwork, which includes the advisor's information, is mailed directly to Kiwanis International. This means that the contact information is never shown to the lieutenant governor, district secretary, or district administrator. Due to this lapse, lieutenant governors will have a difficult time trying to find contact information for the club. During my term, I will work with the appropriate people to develop a solution. I look forward to what this year brings!



**Jackson White**

**Carolinas District Secretary**

# Treasurer's Thoughts

Carolinas District,

I am very excited to serve with you this year! Although we are facing challenges that are new and unfamiliar to this organization. Even though the adversity we face is great, our determination to succeed will be greater. I can not wait to see what we will accomplish this year. I am excited to work with you to see the district through this difficult time. The dues cycle this year is unlike any we've ever seen. Clubs that aren't able to gather have extreme difficulty in collecting dues. This challenge provides a major setback, especially if a club is not already in good standing for the 2019-2020 dues season. To overcome this obstacle, it will take a lot of hard work from Lieutenant Governors, Club Advisors, and everyone involved to ensure a successful year. Last year, we had an outstanding amount of success in chartering new clubs. Chartering clubs is vital so that more and more students can experience the leadership opportunities that Key Club has to offer, and more and more communities can receive charitable service from this fantastic organization. As the year progresses, I will work with clubs and district officers in order to grow our district. Similar to the dues cycle, chartering clubs might be different this year. I will make sure that lieutenant governors have all the tools at their disposal to succeed in pursuing a charter. I encourage anybody to reach out to me with any questions, comments, or concerns. Times now may be concerning, and the future may be uncertain, but if we work hard and work together, we can serve our communities greatly, despite any obstacles.



**Jacob Kornegay**

**Carolinas District Treasurer**

# Editor's Extension



*Julia Kasper*

**Julia Kasper**

**Carolinas District Editor**

Dear Carolinas District,

I am so excited to work with you all this year! Through this pandemic, I hope to make the district's online communication more efficient and consistent. The basics of my role include running the Carolinas District's social media platforms such as Instagram, Twitter, and Snapchat, as well as updating the District Website. I also help lieutenant governors edit their newsletters, emails, and other articles of writing for distribution. With the use of seasonal blueprints, I hope to collect and combine the most important district information for clubs and district officials. Working with the lieutenant governors, club officers and advisors can receive this information and relay it to their club members. Throughout the course of my term, I plan to further implement a number of resources that lieutenant governors can use. For example, I am working on forming video walk-

throughs on creating newsletters, what articles to include, and how to mix creativity with quality content. I also plan to reach out more to the lieutenant governors during the year in order to help them form a solid divisional social media platform and basis of communication with their division. In today's society, most people rely on online methods of correspondence. As our roles require us to reach a wider demographic, I, as well as the lieutenant governors, have to adapt our communication methods and language to match our audience. With that being said, the Carolinas District website ([carolinaskeyclub.org](http://carolinaskeyclub.org)) acts as the primary hub of information for district officers, members, and advisors. There, they can find a wide variety of resources and up-to-date information. Therefore, I intend to simplify the site so that people of all ages and ranges of knowledge on Key Club will be able to easily utilize its assets. As District Editor, I hope to work with you all in helping our District grow our online presence and communication!

# STUDENT WINNERS

## DISTINGUISHED EXECUTIVE OFFICER AWARD

Please view the following message from Carolinas District Governor, Raghav Chari, about this exemplary award:

Dear Carolinas District,

As you all know, Key Club is built on the foundation of student leadership, and every year we have four executive officers that work hard to ensure the success of the Carolinas District. The Key Club International Committee recognizes a few of these executive officers from all across the world in various Districts to receive the Distinguished Executive Officer Award as a testimony to their outstanding leadership, passion, and service to ensure the success of their District and we are extremely proud to announce this year that all four of our executive officers have been recognized as Distinguished Executive Officers! The Carolinas District was only one of three Districts out of all 34 Districts to have all four executive officers be recognized with such an outstanding award! I am extremely proud to congratulate our 2019-2020 Executive Board:

- Distinguished District Governor Colby Loveless
- Distinguished District Secretary Adam Horne
- Distinguished District Treasurer Raghav Chari
- Distinguished District Editor Gaby Tucker

It truly takes a lot of time, effort, and passion in their commitment to Key Club to have been recognized by Key Club International with such an award and we could not be prouder of our executive officers!

Yours in Service,

Raghav Chari  
 Carolinas Key Club District Governor



Colby Loveless



Adam Horne



Raghav Chari



Gaby Tucker

Find more information about the following awards and the recipients at [www.carolinaskeyclub.org/student-winners](http://www.carolinaskeyclub.org/student-winners)

- ROBERT F. LUCAS AWARDS
- NOTABLE SERVICE AWARDS
- OUTSTANDING BOARD MEMBER
- GOVERNOR'S AWARDS



# ADVISOR INFORMATION

With the unprecedented circumstances surrounding COVID-19, the school calendar this year may have to adapt. These new changes might lead you with new questions and concerns. If you need any help, please feel free to reach out to your lieutenant governor and/or the advisor liaisons and district administrator. You can find their information at the bottom of this page.

## NEW ADVISORS

If your school's Key Club has already held club officer election, please forward this information to your division's lieutenant governor, or upload it directly to [www.carolinaskeyclub.org/officerinfo](http://www.carolinaskeyclub.org/officerinfo).

Please view the next page for more details on contact information and its importance.

## CLUB OFFICER INFORMATION

## NEED HELP?

**Wendy Srinivasan:** North Carolina Advisor Liaison  
[wendy.srinivasan@carolinaskeyclub.org](mailto:wendy.srinivasan@carolinaskeyclub.org)

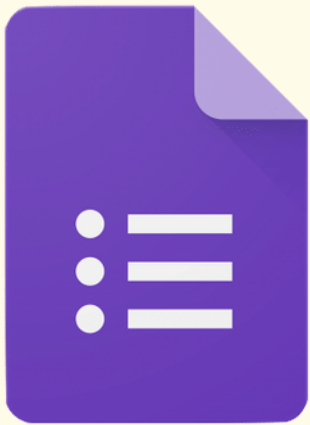
**Denise Owens:** South Carolina Advisor Liaison  
[denise.owense@carolinaskeyclub.org](mailto:denise.owense@carolinaskeyclub.org)  
(on temporary leave for personal reasons, please contact Ms. Srinivasan for the time being)

**J. Scott Johnson:** Carolinas District Administrator  
[jscottjohnson@carolinaskeyclub.org](mailto:jscottjohnson@carolinaskeyclub.org)

# Contact Information

It's that time of year again! It's time for YOUR Key Club to submit club officer contact information for the 2020-2021 year. In order for information to be updated, information must be submitted using this form: <http://www.carolinaskeyclub.org/officerinfo>.

At the very least, the advisor and president's name and email address must be submitted. This information can be submitted by club officers, advisors, or lieutenant governors. If you haven't yet submitted your club's contact information, please make sure to fill out this form so that your lieutenant governor can get in contact with you.



## WHY IS THIS IMPORTANT?

Submitting contact information is necessary to establish communication between your lieutenant governor and your club. Communication is essential for the success of any organization, including Key Club. Together, you will be able to make a difference in your homes, schools, and communities.

## WHAT IF MY SCHOOL HASN'T ELECTED NEW OFFICERS?

During this tumultuous time, we understand that your club may not have held club officer elections. If not, please submit your CURRENT contact information and indicate which year these officers served.

If you are a club officer or advisor and wish to hold elections before the fall, one method to do so is to hold virtual elections. This can be over any platform such as Google Meet or Zoom.

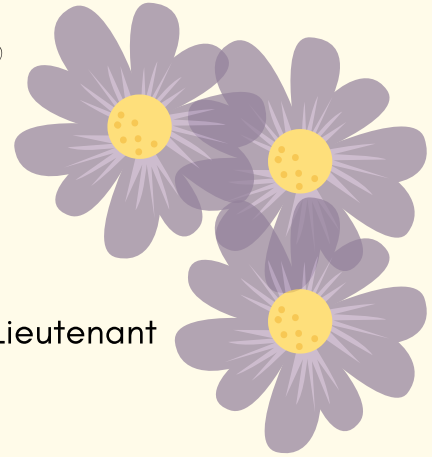
# ROLES OF CLUB OFFICERS

Being the club President or Vice President is not an easy task, and is extremely important, especially this year. Your club will be looking to you to lead, grow and take your Key Club to new heights, so it is important that you know your responsibilities and keep in touch with the Carolinas District.

## president



- Write agendas for and run all meetings
- Create plans for how service will look like throughout the year
- Communicate regularly with members
- Delegate tasks to club officers
- Attend President's Council Meetings that will be hosted by your Lieutenant Governor



## vice president

- Assist the president in their responsibilities
- Help delegate tasks to club officers
- Step in for the president in their absence
- Ensure efficient and effective communication between club officers and the club members



## secretary

- Take meeting minutes
- Keep track of attendance
- Keep track of service hours
- Organize club records
- Submit club monthly report
- Submit Annual Achievement Report at the end of the year

## treasurer

- Collect and keep track of members' dues
- Prepare and adhere to a club budget
- Keep financial records throughout the year
- Ensure the club stays at a good status
- Inform sponsoring Kiwanis Clubs of the Key Club's status

## editor

- Run the club's social media accounts
- Publicize events
- Distribute information to the club members
- Take pictures at the events
- Keep updated and relevant information on all of the club's social media platforms



# Online Fundraising

Although COVID-19 has presented us with many obstacles to overcome as an organization, your club can still find ways to be active in the community from home. This virus has created a large need for service in our community, and thanks to technologies readily available to us, we can work to fill this need. Online fundraising platforms give us the ability to raise money for worthy causes without coming into contact with people. Social media can be used to spread awareness about your online fundraiser. COVID-19 may have made it difficult to serve, but in the age of social media we still have the ability to impact our community.



## District Project

Since 1981, our District Project has been to serve the Children at the Boys and Girls home of Lake Waccamaw. The home is a place where children who have been neglected, abused, or dependent and need support go to have a home and support from wonderful adults, and the Carolinas District of Key Club! Last year we raised over \$8,600 in pledges for the Boys and Girls home at our Fall Rally and

hosted drives at our District Convention as well. If your club is considering a service project or fundraiser, we encourage you to consider the Boys and Girls home and please let Governor Raghav, at [Gov2021@carolinaskeyclub.org](mailto:Gov2021@carolinaskeyclub.org), know if you have any questions regarding our District Project, or check out our website at:

[www.carolinaskeyclub.org/district-project](http://www.carolinaskeyclub.org/district-project)





# THE YOUTH OPPORTUNITIES FUND

The Youth Opportunities Fund (YOF) is a fund endowed from the Kiwanis Children's Fund that provides grants to Key Club and Key Club members for service projects. The grants may be used to purchase supplies for service projects. Grants range between \$100-\$2,000. Keep in mind that grant applications are expected to be submitted in October at a date TBD due to the changing circumstances, so talk to your advisor to see if you have any fundraisers this year that might require extra funds. Applications can be found using the following link: <https://www.keyclub.org/youth-opportunities-fund/>. Applicants will be emailed their results in the first week of January.

## SPOTLIGHT ON SERVICE

Spotlight on Service is a way to recognize individual clubs who have displayed outstanding service. It is also a way to share service ideas and opportunities with fellow Key Clubs and their members! In order to have your club recognized on both the Carolinas District website and social media, submit your club's service project, along with optional pictures, to:

[carolinaskeyclub.org/spotlight-on-service](https://www.carolinaskeyclub.org/spotlight-on-service)

# Key Club Brand Guide

## WHAT IS THE KEY CLUB BRAND GUIDE?

The Key Club Brand Guide is a set of elements that have been established to unify Key Club International in its distributions. These elements include colors, fonts, logos, rules, and other visual elements in order to make Key Club recognizable all over the world.

## WHEN SHOULD I USE THE BRAND GUIDE?

You should always adhere to the Key Club Brand Guide in any Key-Club related distribution, publication, or work. Some works include documents, presentations, and newsletters. Club member and officers should also be familiar with standards created by Key Club International.

keyclub.org/brandguide

## Colors

**Make it pop with color**

<b>PANTONE Black</b>	<b>PANTONE 295 Blue</b>	<b>PANTONE 872 Gold</b>	<b>PANTONE Cyan</b>	<b>PANTONE 158 Orange</b>
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 00aeef	CMYK 0 / 61 / 97 / 0 RGB 245 / 128 / 37 HEX f58025
<b>PANTONE 174 Brown</b>	<b>PANTONE 187 Red</b>	<b>PANTONE Magenta</b>	<b>PANTONE 576 Green</b>	<b>PANTONE 122 Yellow</b>
CMYK 28 / 86 / 100 / 27 RGB 145 / 56 / 31 HEX 91381e	CMYK 0 / 100 / 79 / 20 RGB 196 / 18 / 48 HEX c41230	CMYK 0 / 100 / 0 / 0 RGB 236 / 0 / 140 HEX ec008c	CMYK 60 / 23 / 91 / 5 RGB 115 / 152 / 73 HEX 729849	CMYK 0 / 17 / 80 / 0 RGB 255 / 210 / 79 HEX fed450

15

The most recognizable aspect of the Key Club Brand Guide is its color palette. To the left, you can see some of the colors associated with Key Club.

To find the full Key Club Brand Guide, visit [keyclub.org/brandguide](http://keyclub.org/brandguide)

# Branches of Kiwanis



**Kiwanis**

**Kiwanis:** Adult Branch

**Circle K:** College Branch

**Aktion Club:** Adults with Disabilities Branch

**Key Club:** High School Branch

**Builders Club:** Middle School Branch

**K-Kids:** Elementary School Branch

**CKI** Circle K International

**KEY CLUB**

Kiwanis  
**Aktion Club**

Kiwanis  
**Builders Club**  
Building Leaders

Kiwanis  
**K-Kids**  
Young Leaders Helping Others

## Key Club Major Emphasis

**Brings together all Key Club members to focus energies on making an international impact benefiting children. Any service project that serves children is contributing to this focus.**

# PREFERRED CHARITIES



Kiwanis partners with UNICEF in the Eliminate Project to help improve education about and eliminate maternal and neonatal tetanus.

March of Dimes aims to end premature death through improving the health of babies and moms



**Children's  
Miracle Network  
Hospitals®**

Helping Local Kids

Assists sick children and their families by providing healthcare, fundraising, and raising awareness for children's health issues.



# PARTNERS

**The Thirst Project** focuses on expanding global access to safe drinking water

**Landscape Structures** provides safe and high-quality playgrounds and youth equipment

**The US Army** empowers leaders through advanced education and academic resources

**Nickelodeon** encourages kids to take action through its Worldwide Day of Play and Get Dirty Campaign

**Up with People** spreads cultural awareness and allows people to strengthen their social responsibility through cultural knowledge

**Squads Abroad** focuses on the improvement of the global health and education of youth through volunteering

**Project Happiness** pursues its goal of generating greater community and global happiness through addressing bullying

**K-Corps** is an international youth exchange program to strengthen global relationships and intercultural communication.



# Upcoming Dates

**June  
20**

District Executive Officer Newsletters  
Become Available on the Coastline

**June  
29**

Summer Leadership Conference  
Registration Deadline

**July  
5**

District Lieutenant Governor Newsletters  
Become Available on the Coastline

**CONTACT  
YOUR  
LIEUTENANT  
GOVERNOR**

[www.carolinaskeyclub.org/  
district-officers](http://www.carolinaskeyclub.org/district-officers)

## Contact Us

**CAROLINAS DISTRICT GOVERNOR**

Raghav Chari  
[gov2021@carolinaskeyclub.org](mailto:gov2021@carolinaskeyclub.org)

**CAROLINAS DISTRICT SECRETARY**

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[trs2021@carolinaskeyclub.org](mailto:trs2021@carolinaskeyclub.org)

**CAROLINAS DISTRICT EDITOR**

Julia Kasper  
[edr2021@carolinaskeyclub.org](mailto:edr2021@carolinaskeyclub.org)

**CAROLINAS DISTRICT ADMINISTRATOR**

Mr. Scott Johnson  
[jscottjohnson@carolinaskeyclub.org](mailto:jscottjohnson@carolinaskeyclub.org)

## KEEP UP WITH THE CAROLINAS



@carolinaskeyclub



@carolinaskci



Carolinas District  
Key Club



@carolinakeyclub



[carolinaskeyclub.org](http://carolinaskeyclub.org)