

**SUMMER 2021 EDITION OF**

The  
*Carolinas*  
Blueprint

**Vol 6. Issue 1**





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## *Leadership Training Meetings*

**Basic District Leadership Experience (BDLE) - We have already held this year's BDLE! With perfect attendance from our Lieutenant Governors, our team became introduced to each other, learned about our roles as Lieutenant Governors, and tried a few fun icebreakers your club might enjoy too!**

**Advanced District Leadership Experience (ADLE) - During ADLE, Lieutenant Governors will learn more about the District Board experience. Board members will be divided into committees, with which they will work together depending on their given assignment for the remainder of their term.**

**Professional District Leadership Experience (PDLE) - During PDLE, Board Members will be given valuable tips on how to succeed in a professional environment. This includes how to prepare and have a successful interview, for example. This will also be a chance to see where your Lieutenant Governor can improve themselves to better serve your club and finish the year off strong!**

## *Key Club International* Summer Leadership Conference

**This year, 2021, Key Club International opted for a hybrid Summer Leadership Conference experience. Members of the International Board including District Governors and the International Council were invited to attend this conference in-person in Orlando. A virtual conference was also offered so that everyone was given the opportunity to attend. The Summer Leadership Conference was held on July 8-10 and included access to 20+ workshops, keynote speakers who spoke about various nonprofits, and fellowship activities!**

**For more information go to [keyclub.org](https://keyclub.org)**

# Governor's Greeting



*Dear Carolinas District,*

My name is Madison Reavis, your Carolinas District Governor for the 2021-2022 year. I am honored to be able to serve you all and officially address you as your Carolinas District Governor. This past year has been hard and held a lot of unknowns. As a District we have been able to adapt and overcome any challenges that have been thrown our way. Key Club's leadership and service is needed this year more than ever before. As we move more towards a "normal" year, we will need to support our local Key Clubs and service organizations who have been weakened by lack of membership and donations due to Covid-19. The easiest way to assist these organizations is to promote them on social media and within your community.

It is our District's goal to continue to focus on and provide support for our District Project, the Boys and Girls Home of Lake Waccamaw. You can find more information about our District Project at: **<http://www.carolinaskeyclub.org/district-project>**

It is my personal goal this year to aid our District in obtaining membership levels that reflect the legacy that we held before Covid-19. We can obtain this by continued efforts of membership engagement through District social media and events. Additionally, I am excited to announce that we have installed a new Board of Lieutenant Governor's who are ready to interact with and serve your divisions! Lieutenant Governors will be an excellent resource for you all as they can help answer any questions you may have and give updates about our wonderful District. Similar to last year, this year still holds many unknowns. However, if we come together and unite under our District-held values and service, I know we will yet again be able to defeat any obstacle that comes against us. After all, service and caring for others is what is truly means to be in Key Club. We hope you will continue to serve your homes, schools, and communities in this time of need. Most of all, we hope this year brings happy memories and wonderful experiences to you.

Please feel free to email me at [Gov2122@carolinaskeyclub.org](mailto:Gov2122@carolinaskeyclub.org) with any questions you may have. I look forward to serving our District this year as Governor.



# Secretary's Summary



*Dear Carolinas District,*

My name is Niko Sample-Kietrys, and I am your 2021-2022 District Secretary. I am honored and excited to officially address the District for the first time as Secretary. I, like many Key Club members, have yet to enjoy a fully "normal" Key Club experience. For that reason, I hope that we will return to in-person events, even though there are still many unknowns.

However, with last year's fully virtual district board, and partially virtual school clubs, an uncharacteristically large percentage of contact information was left unreported or unconfirmed. At the end of the previous Key Club term, roughly a third of all clubs had not submitted their information. This is in no part due to the previous District Board and Secretary, all of whom did an outstanding job and went absolutely above and beyond. Due to many clubs taking a hiatus of sorts, this information was left unsubmitted. Unsubmitted information can make it difficult for our current Lieutenant Governors to reach out and work with their clubs. Luckily, many clubs that didn't submit information during the 2020-2021 year did submit information during the 2019-2020 year. I will be working with Lieutenant Governors to give them access to this information, so that we are able to bring the percentage of clubs with submitted information back to pre-pandemic levels.

It is my goal to bring contact information submission levels to at least 90% of what they were in the 2019-2020 year. With cooperation between clubs, Lieutenant Governors, and Executive Officers, I believe that we can do this!

If anyone needs help with anything at all, please reach out to me at [sec2122@carolinaskeyclub.org](mailto:sec2122@carolinaskeyclub.org)! I look forward to serving as your District Secretary!

*Yours in Service,*  
Niko Sample-Kietrys

# Treasurer's Thoughts



*Dear Carolinas District,*

My name is Rheyra Chandra and I have the honor of serving as your 2021-2022 District Treasurer. This past year was anything but normal for the Carolinas District. As a District we had to learn to adapt to a completely virtual setting and many clubs were unable to meet. As a result, the Carolinas District suffered a major decrease in membership and club engagement. Currently, the Carolinas District has 5,236 members and a total of 119 clubs that have paid dues. Throughout this next year, it is my goal to increase our membership back to normality and provide clubs with adequate resources to begin recruiting new members. Additionally, we need to begin increasing membership and club engagement.

Some ways clubs can continue to keep members engaged is through social media posts, service hour incentives, and fun service projects. I believe that through increased member engagement and recruiting new members we can begin to return our membership numbers back to normal! Additionally, due to COVID-19 many clubs were unable to meet, leading to them becoming inactive or suspended. As schools begin to reopen, we can start resolving these suspensions and reactivate inactive Key Clubs. If you need help resolving a club suspension or reactivating a Key Club please feel free to reach out to me or your division's Lieutenant Governor. I believe that while this year may still be far from "normal," we can come together as a District and begin serving our communities together again. I am very excited to see what this year will bring and I look forward to seeing all we can accomplish this year as a District!

Please feel free to reach out to me at [trs2122@carolinaskeyclub.org](mailto:trs2122@carolinaskeyclub.org) if you have any questions. I look forward to serving as this year's Carolinas District Treasurer!



# Editor's Extension



*Dear Carolinas District,*

Hope you're having a great summer! My name is Aasha Paredes and I am honored to serve as your 2021-2022 District Editor. This past year whenever I served as Lieutenant Governor, I definitely saw the hardships that occurred given the global pandemic. Although it was definitely a difficult transition, I believe it benefitted us in terms of dealing with situations given a virtual setting. Now as we slowly move towards normalcy, we can further use those skills as more people grow comfortable with it.

It will take some effort to restore our divisions back to where it was pre-COVID, however if we all work together it is possible! One of my goals this year is to use social media as an outlet for the newest and most important information regarding Key Club. I also want to make it easy and efficient for clubs to communicate with their Lieutenant Governors and Lieutenant Governors with their District Officers.

Please be sure to help promote your club(s) and retain your members! Since most schools are most likely returning to an in-person platform, it is our job to ensure their transition back into Key Club as smooth sailing. Therefore, we must work hard to keep our Key Club community strong. Continue to check the Carolinas District website for updates about upcoming events and new information, also make sure you stay up to date on newsletters, emails, social medias, etc. Also, remember to brainstorm service/fundraising events this year; keeping in mind the Youth Opportunities Fund and Spotlight on Service!

If you have any questions or concerns, please feel free to email me at [edr2122@carolinaskeyclub.org](mailto:edr2122@carolinaskeyclub.org)! I look forward to working with you and helping you in any way that I can throughout the rest of the school year!

*Yours in Service,*

Aasha Paredes

# Distinguished Award Winners

Dear Carolinas District,

This year's distinguished award winners deserve recognition for their hard work and leadership given a global pandemic. To be able to adapt to a new setting, completely different from past years is highly commendable. The foundations of Key Club are seen through these winners, as great leaders going above and beyond their call to serve others. Congratulations to the following:

**Annie Luong**

ROBERT F. LUCAS DISTRINGUISHED LT GOVERNOR

**Pranay Koneru**

ROBERT F. LUCAS DISTRINGUISHED LT GOVERNOR

**Ore Falaki**

ROBERT F. LUCAS DISTRINGUISHED LT GOVERNOR

**Aasha Paredes**

ROBERT F. LUCAS DISTRINGUISHED LT GOVERNOR

**Yadira Paz-Martinez**

ROBERT F. LUCAS DISTRINGUISHED LT GOVERNOR

**WEST FORSYTH HIGH SCHOOL - DISTINGUISHED CLUB DIAMOND LEVEL**

**CORINTH HOLDERS HIGH SCHOOL - DISTINGUISHED CLUB**

**SILVER BLUFF HIGH SCHOOL - DISTINGUISHED CLUB**

**MAJOR EMPHASIS AWARD- 1ST PLACE - WEST FORSYTH HIGH SCHOOL**

**SINGLE SERVICE AWARD - PLATINUM DIVISION - 1ST PLACE - WEST FORSYTH HIGH SCHOOL**

**SINGLE SERVICE AWARD - GOLD DIVISION - 1ST PLACE - CORINTH HOLDERS HIGH SCHOOL**

The Carolinas District is extremely proud this year that all four of our executive officers have been recognized as Distinguished Executive Officers!

**Julia Kasper Distinguished Editor**

**Jackson White Distinguished Secretary**

**Jake Kornegay Distinguished Treasurer**

**Raghav Chari Distinguished Governor**

A special shoutout to the individuals who were still involved in Key Club during the pandemic, you truly are the foundations of Key Club's stability and your support helps us keep going!

Yours in Service,

**The Carolinas District Board**



*Raghav Chari*

*Jackson White*

*Jake Kornegay*

*Julia Kasper*

For more information visit [carolinaskeyclub.org](http://carolinaskeyclub.org)

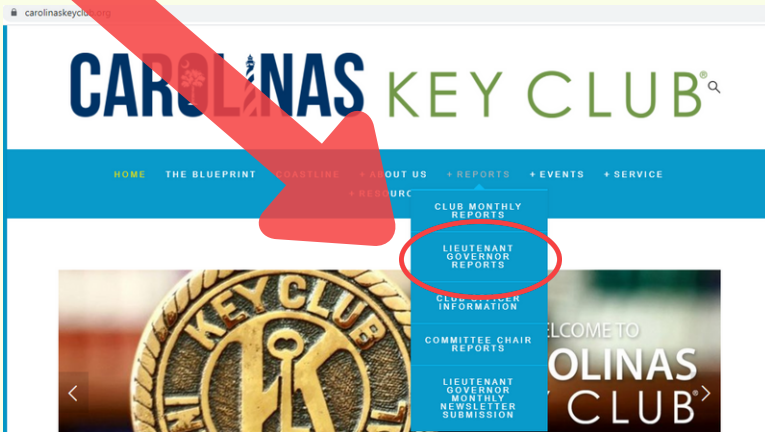


# Request for 2021-2022 Contact Information

The submission of contact information is vital to ensure a smooth and efficient line of communication between Lieutenant Governors and club officers. Contact information can be submitted by a Lieutenant Governor once they have

confirmed that they have the correct information, or it can be directly submitted by a club officer or advisor. If you are uncertain whether your club has submitted contact information, you can email District Secretary Niko Sample-Kietrys at [sec2122@carolinaskeyclub.org](mailto:sec2122@carolinaskeyclub.org), or email your Lieutenant Governor. But there's nothing wrong with submitting information multiple times! Information should be submitted at

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



Club Contact Information Collection Form

Please submit your clubs' contact information here. Please remember that in order for a club to count, you must submit the name and email address of the adviser and president for the current year. If you have any questions concerning this form or collecting contact information in general please contact District Secretary Jackson White at [sec2021@carolinaskeyclub.org](mailto:sec2021@carolinaskeyclub.org).

\* Required

Your Name: \*

Your answer

Your Position: \*

(Lieutenant Governor, Club President, etc.)

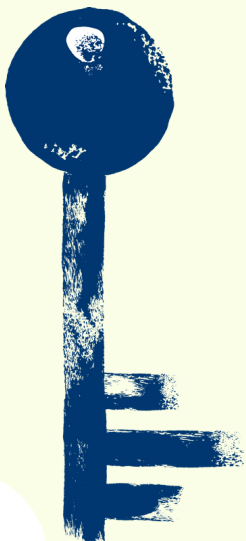
## Dues Information

November 1st- Early Bird Deadline

December 1st- Required Deadline

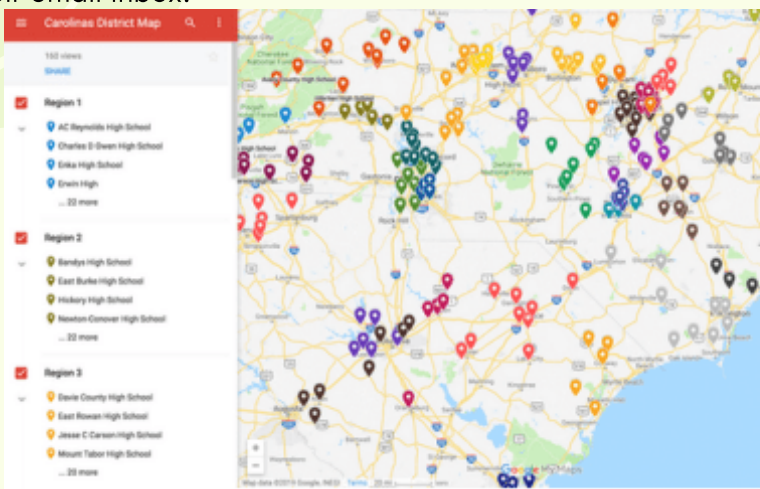
District Dues- \$6.50

International Dues- \$7.00

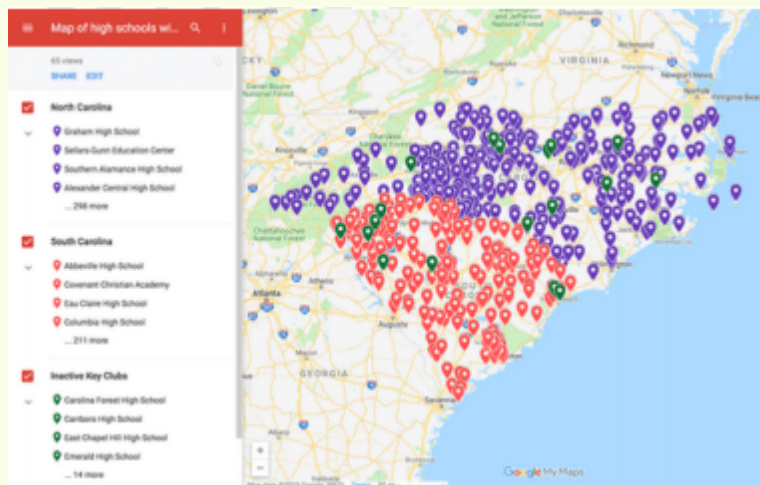


# Lieutenant Governor Distribution of Clubs

Your club's Lieutenant Governor you may run into the issue of trying to find the nearest Kiwanis Club in relation to a school or trying to figure out the location of all the Key Clubs in your division. You may also run into the issue of trying to hold an event with other clubs but can't figure out the ideal location. The District Map can help answer such questions! There are 4 District Maps in total, to find them, ask your Lieutenant Gov. to look up "District Map" in their email inbox!



Maps are organized by region & are color coded by each region's division. This map is a great way to see what location the schools listed in your division are in and to know where the corresponding divisions in your regions are. It can be useful to planning locations for PCM or DWFs to see which location would be most ideal for partnering up with other clubs.



For Lieutenant Governors, this maps shows the locations of high schools you may be able to charter a Key Club at as well as the possibility of the amount of Key Clubs the Carolinas District could have. This map removes the problem of not being able to find a Key Club to charter. Please contact one of the individuals on page 16 if you have any questions or need clarification!

## Divisions and their Regions:

Region 1- Divisions 1,2,3, and 8  
Region 2- Divisions 6, 7A,7B, and 7C  
Region 3- Divisions 5A and 5B

Region 4- Divisions 12A, 12B, 12C, 13A, 13B and 15

Region 5- Divisions 10, 11A, 11B, 11C, 11D, and 26

Region 6- Divisions 14 and 18

Region 7- Divisions 16 and 17

Region 8- Divisions 20 and 24

Region 9- Divisions 21, 23A, 23B, and 23C

Region 10- Divisions 25A and 25B

# Running a Social Media Account

Social Media is a great cost-efficient tool to reach a wide amount of people in a short amount of time. Using resources like Canva, Picmonkey, and Screen-Casto-Matic can rejuvenate your social media posts to becoming visually appealing! Here are some methods and examples to running a Key Club social media account:



- Stay active, try to post as much as possible
- Use hashtags
- Promote Promote Promote!
- Make it interactive: Q&As, Instagram story takeover, collaborations, shout outs.
- Tik tok posts and challenges



Email [edr2122@carolinaskeyclub.org](mailto:edr2122@carolinaskeyclub.org) or your divisions Lieutenant Governor if you need help starting a division/club Instagram account.



Often times, past club presidents have already created a club Instagram so try reusing it rather than making a new one. Remember to continuously be active, post Instagram stories, and make eye-catching posts.





# Roles of Club Officers

Club officers are vital to the success of each club that they lead. They act as role models and resources to all of the club’s members. It is important that each officer knows the responsibilities of their position in order to maximize the success during their term! Club presidents and vice-presidents will be especially important in this upcoming school year as we return to normalcy.

**You have the power to lead your club to new heights as an officer team!**

## President

- Lead all the meetings and discussions
- Write agendas for meetings
- Meet with divisional Lieutenant Governor for President Council Meeting

## Vice President

- Assist the president in their responsibilities
- Lead meetings in the absence of the president
- Ensure effective communication between the officer team and the general membership

## Secretary

- Take meeting minutes
- Keep track of attendance and member service hours
- Update club records
- Submit club monthly reports  
(found on [www.carolinaskeyclub.org/new-club-monthly-reports](http://www.carolinaskeyclub.org/new-club-monthly-reports))
- Submit Annual Achievement
- Report at the end of the year

## Treasurer

- Collect and keep track of membership dues
- Take a record of club funds
- Ensure the club stays in good financial standing
- Update your sponsoring Kiwanis Club’s of your club’s financial status

## Editor

- Distribute information to members
- Update and run club social media
- Spotlight and take pictures at events
- Ensure accurate and relevant information is continuously broadcasted



# Youth Opportunities Fund

The Youth Opportunities Fund (YOF) is an endowed fund of the Kiwanis Children's Fund which provides grants to Key Club and Key Club members for scholarships and service opportunities. YOF grants can help your club take action in your community. Before you apply for the grant, first identify a service that needs to be done in your school, community or the world. Then apply for the YOF grant to help make a change in your school, community, or the world!

## Grant basics:

- Grant amounts can range between \$250-\$2000
- Applications must be submitted online by October 15 at 11:59 EST
- Grant applicants are emailed of outcomes the first week of January
- The previous years dues must be paid before grant checks can be issued
- The Youth Opportunity Fund Grant report is due January 1st

## Get ready to apply:

Applications can be completed online in Foundant. Foundant is an online grant making system. To begin an application in Foundant, you must first create a club account. You can create an account from the Logon Page by clicking "create new account."

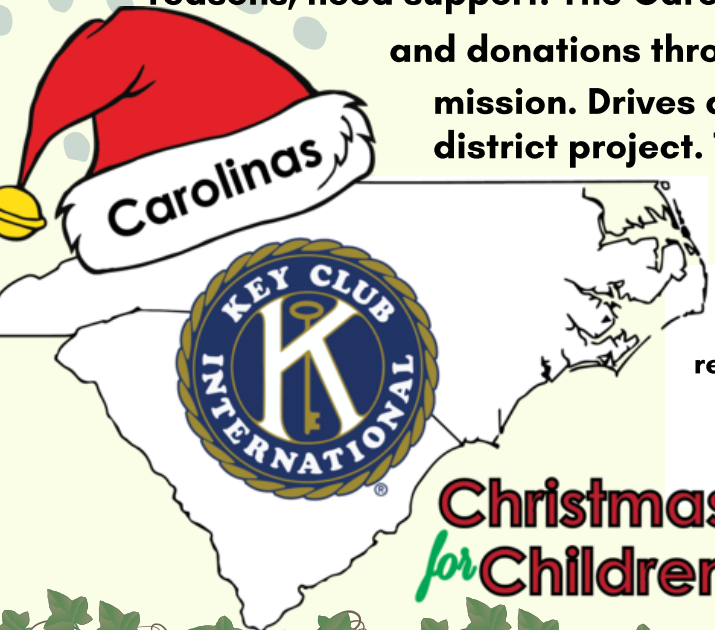
Once your account is created, you can login, then click on "apply" and choose your preferred application language from the available selection. You will need to know your Key Club name, ID number and District to begin the application. You can find this information on the membership Update center.

For more information on the Youth Opportunity Fund and how to apply visit:

[www.keyclub.org/youth-opportunities-fund/?gclid=CjwKCAjw55-HBhAHEiwARMCszj2QbSAvd-sP7Af1PqGt8\\_SQHIB88EMu2iRJ7s5MvZZyEHIjWL-X-xoCeYQQAvD\\_BwE](http://www.keyclub.org/youth-opportunities-fund/?gclid=CjwKCAjw55-HBhAHEiwARMCszj2QbSAvd-sP7Af1PqGt8_SQHIB88EMu2iRJ7s5MvZZyEHIjWL-X-xoCeYQQAvD_BwE)

### District Project

The District Project of the Carolinas District has been the Boys and Girls Homes of North Carolina in Lake Waccamaw, North Carolina since 1981. The Boys and Girls Home provides a safe and loving environment for children that for various reasons, need support. The Carolinas District collects monetary contributions and donations throughout the year to aid the Boys and Girls Home mission. Drives and fundraisers are also used to support our district project. The District Board hopes that you will think of them when planning your own service projects or fundraisers.



Please let Governor Madison know if you have any questions regarding our District Project at [Gov2122@carolinaskeyclub.org](mailto:Gov2122@carolinaskeyclub.org). Additionally, you can find more info at: [www.carolinaskeyclub.org/district-project](http://www.carolinaskeyclub.org/district-project)

### Christmas for Children

## Summer Service Ideas

The summer is a great time to complete service hours, especially if you find yourself too overwhelmed during the school year! Remember, even though many places have lifted restrictions, always keep safety in mind! It's also important to go through the proper people before starting a project (ie asking for permission). Here are some ideas for some virtual or in person service opportunities.

### Virtual

- Offering ZOOM tutoring to kids
- Create flyers/videos for local businesses (with permission)
- Online fundraising for a mission of your choice

### In-Person

- Clean up parks rivers or creeks
- Spending time at old folks homes
- Volunteering at the local library
- Volunteering at soup kitchens or homeless shelters
- Back to school backpacks
- Mow the grass for elderly neighbors



# Spotlight on Service

Spotlight on Service is a way to highlight individual club projects in the Carolinas. There will be posts on the Carolinas Key Club website and social media every month with a photo and a description of an outstanding Key Club service project. If your club has any special projects, please consider submitting them because it can help Key Clubbers from across the Carolinas District come up with service projects of their own.

To submit a project, visit the Carolinas Key Club website and click on the service tab and then click on Spotlight on Service on the drop down bar. Fill out the form on the bottom of the page with your project information and submit it. After submitting the form, send an email to [spotlight@carolinaskeyclub.org](mailto:spotlight@carolinaskeyclub.org) with any pictures of your project so that it can be featured on the Carolinas website and Instagram.

Colors

keyclub.org/brandguide

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	CMYK 100/70/0/40	CMYK 25/30/70/15	CMYK 100/0/0/0	CMYK 0/61/80/0
RGB 35/31/32	RGB 0/47/95	RGB 185/151/90	RGB 0/174/239	RGB 245/128/37
HEX #23120	HEX #003366	HEX #A9759	HEX #00FFFF	HEX #FF8C00

<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	CMYK 0/100/79/20	CMYK 0/100/0/0	CMYK 80/23/91/5	CMYK 0/17/80/0
RGB 143/56/31	RGB 196/18/48	RGB 236/0/140	RGB 115/152/73	RGB 255/210/79
HEX #8B4513	HEX #C41E3A	HEX #E0008C	HEX #729C49	HEX #FFD700

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.



## Brand Guide

The Key Club Brand Guide is an important tool that has been made by Key Club International in order to establish unity between all the districts. The guide includes information on how to use colors, fonts, visual elements, logos, etc. that are important to recognize all things Key Club!

### Don't know when to use it?

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.

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

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>Alternate serif font</p>	<p>Goudy Oldstyle</p> <p>Alternate serif font</p>	<p>Abril Display Italic</p> <p>Optional display font</p>



# Branches of Kiwanis

As you may know, Kiwanis is the umbrella organization for not only Key Club (high schoolers) but many other clubs! K-Kids is the elementary school and Builder's club is for middle school.



*Graduating Soon?*

**Join:**

**Kiwanis: Adult Branch**

**Circle K: College Branch**

**Aktion Club: Adults with Disabilities Branch**

Key Club International lists several organizations as preferred charities. These are organizations that Key Club has been supporting and serving for years.

**UNICEF** an organization of the United Nations that is dedicated to helping children in ways such as education and providing safe water in 150+ developing countries.

**Children's Miracle Network** has been assisting sick children and their families since 1983. Their mission is to save and improve the lives of as many children as possible through fundraising for families in need help with hospital bill costs and raising awareness of children's health issues.

**March of Dimes** aims to make a positive impact in the lives of babies everywhere. They raise money and educate mother's about the crisis of preterm birth, ultimately hoping to end the crisis by ensuring the health of both the mother and child.

# Preferred Charities



**Children's Miracle Network Hospitals**  
Helping Local Kids



# Partners



The Thirst Project is a nonprofit organization that strives to end the global water crisis by building freshwater wells in developing communities that need safe, clean drinking water. By providing safe drinking water to developing communities they are helping to prevent waterborne diseases which are responsible for more young deaths a year than HIV, malaria, and world violence combined.



landscape structures®

Landscape Structure has partnered with Kiwanis International to bring playgrounds to communities across the globe. They create commercial playground designs to create play areas that welcome all ages and abilities.



Nickelodeon presents major campaigns that encourage action in kids globally such as Worldwide Day of Play. This campaign encourages kids and parents to turn off their televisions and get outdoors and play together.



The U.S. Army empowers leaders through advanced education and academic resources.



Squads abroad focuses on the improvement of the global health and education of youth through volunteering.



Kiwanis Gives Online specializes in helping clubs achieve their financial goals through an online fundraising service.

Upcoming Dates

Aug.  
20

District Executive  
Officer Newsletters  
Become Available on  
the Coastline

Aug.  
5

District Lieutenant  
Governor  
Newsletters Become  
Available on the  
Coastline

Aug.  
5

Submit Your Club  
Monthly Report on the  
Carolinas District  
Website

Our 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 & Social Medias

District Governor: Madison Reavis  
Gov2122@carolinaskeyclub.org

Secretary: Niko Sample-Kietrys  
Sec2122@carolinaskeyclub.org

Treasurer: Rheyra Chandra  
Trs2122@carolinaskeyclub.org

Editor: Aasha Paredes  
Edr2122@carolinaskeyclub.org



Instagram:  
@CAROLINASKEYCLUB



District Administrator: Scott Johnson  
JScottJohnson@carolinaskeyclub.org

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



Twitter:  
@CAROLINASKEYCLUB



Facebook:  
@CAROLINASKEYCLUB