



SERVICE

Regular/Traditional *Regular projects allow people to plan and keep your club active. They build relationships with project sites and build a name for your club.*

Weekly A consistent and ongoing project allows members the opportunity to make room in their schedule and engage. It keeps your club active. Soup Kitchens, Reading Buddies, Senior Center visits are all great weekly projects. Note: make sure you always have room for at least one new person to sign up for the project.

Quarterly A quarterly project holds the same benefit as a weekly project, but expands the scope of the number of members who can be involved. Park Cleanups and community can food drive pick-ups are two examples

Annually Your club should have 1-2 big annual projects. These projects involve many members, a great deal of planning, and can produce amazing results while also offering great publicity for the club and its causes. Producing the school talent show, hosting a crab feed, running a sports play day or carnival at a nearby elementary school are all possibilities.

Infrequent *While consistent projects are wonderful, if there is nothing new to announce at a meeting, it all feels routine. Infrequent projects keep people engaged and tap into the skills of your membership.*

Need-based As your club becomes more active in your community, needs will definitely become apparent. Whether it is fundraising and painting the new foursquare court at the elementary school, or doing a fundraiser for victims of a nearby disaster, these projects allow their impact to be known immediately.

Member Generated The more ownership people have in the club, the more likely they will remain involved. This is also a great way to discover and strengthen the next batch of club leaders.

Seasonal Members often get into the seasonal spirit. Providing back-to-school supplies, Caroling, Valentine's for Vets, volunteering at a community festival are all great ways to serve and to also build your club's reputation.

Big Picture *The biggest advantage Key Club has over other service organizations is its size. Plan projects that allow your members to feel part of a movement.*

Divisional Do projects with other nearby clubs.

District Do projects related to the District focus. Consider also communicating with a club in another part of the district sharing stories.

International Do projects related to the International focus. Consider also communicating with a club in another district sharing stories.

Kiwanis-Family Do projects alongside your Kiwanis club and other members of the Kiwanis family.

Relational *People will continue to come to things if they have friends there.*

Intimate/Small Smaller projects involving only 2-10 members allow people to get to know one another and forge friendships.

Expansive/Large Larger projects let people feel part of a movement and also make service appear popular.



MEETINGS

- Consistent** You need meetings to be at the same time & place so that members can plan it in their schedule
- Purposeful** Do not waste members' time. If there isn't anything new, cancel the meeting. (Note: If you're cancelling meetings, you're not planning service projects and/or not building relationships with the membership to attend service projects)
- Organized** Do not waste members' time. Speakers at the meeting should know when they go, what they are going to talk about, and be prepared to answer any question that may arise. Organize your meeting so that you can also have...
- Fun** People want to enjoy what they do. Incorporate fun into the meetings. Utilize humor, provide an occasional icebreaker, have a random treat. The important thing is to never make your fun feel routine—keep it interesting.
- Major Purposes** *In terms of Key Club, there are five major reasons we have meetings:*
- 1) **Inform** Provide details of upcoming service opportunities and events
 - 2) **Prepare** Plan for upcoming service projects and events
 - 3) **Engage** Get membership involved in service projects and events
 - 4) **Celebrate** Recognize the accomplishments of membership and club milestones
 - 5) **Unite** Build relationships with one another and the broader organization

AGENDA

Always answer Who? What? When? Where? How?

Give people the information they need in written form. Your agenda becomes more of a newsletter than an outline. This will automatically answer most questions people have at meetings allowing you to use the time for more things.

Show Why? While a newsletter agenda format conveys great information, it does not always convey emotion as effectively. Create time at your meeting to demonstrate the needs of certain projects at the meeting itself through visual media, speakers, expanded statistics, etc.

Include an Action Item Give people an action-step for each agenda item. Tell them to sign-up, turn-in, submit, join, etc.

Bad Agenda	Better Agenda (one project example)
I. Call to Order	<p>LONE HILL PARK CLEANUP Saturday, May 10 9am-Noon <i>Join the City of SJ Parks & Rec department as we paint over graffiti, pick up litter, and do some landscaping around the new playground</i> Contact: Patrick Maurer (pm@pmaurer.com) Must sign-up by 5/1. Transportation provided</p>
II. Pledge of Allegiance	
III. Key Club Pledge	
IV. Secretary's Report	
V. Old Business	
VI. New Business	
VII. Adjournment	

Celebrate/Unite If you have space on the agenda, add fun information like birthdays or do a mystery member of the week. This builds club unity.

Be Green *If we are truly serving the environment, this reflects in how we also publish our agenda*

Recycled paper Print your agenda on the backsides of used paper from school

½ sheet Drop your font size, use columns, and print everything on a 2-sided ½ sheet.

Bulletin Board Information Put all information online and leave one printed agenda on a Key Club bulletin board at school

Label sheet project sign-up Print the important information for projects (date, time, location, contact) on a series of address labels. Members who sign up can place the label on a sheet of binder paper

Can I still get the information if I'm not there? While meeting attendance is important, our number one priority is service. Create a method for anyone to get information and sign up for projects even if they missed a club meeting.



EMAIL/ONLINE COMMUNICATION

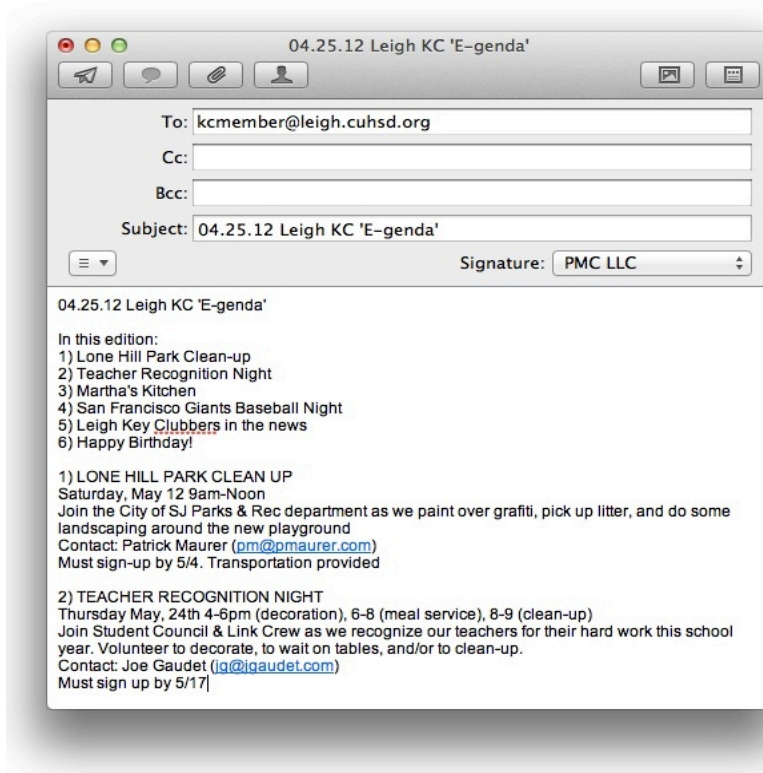
Probably the best way to convey a great deal of information to a large number of people quickly and inexpensively

Consistent Pick a day/time for the email to be sent out. This way membership knows when it should check their inbox

Limited Allow only one person to send out that email. All content needs to be sent to that representative a few hours before sending deadline. Send only one message a week

Searchable *With the emergence of Apple's Spotlight, Google Desktop, etc, searching is becoming easier. Make your important items leap to the top of search result. Allow members even without expanded technology to quickly find your important club information*

Subject Make your subjects consistent (i.e. 04.25.14 Leigh KC "E-genda") allowing members to quickly sort through their inboxes



"In this Edition..." Save membership time by showing what will be in each issue, allowing them to quickly glance, before reading through all content.

Project Format Utilize the same format from the BETTER AGENDA.

Professional

Address/Username Your email address or online username is the first thing people see. It should be as professional as possible. If at all possible, do not use birth/graduation years as it places an age. Also watch out for slang nicknames. If possible, set up a club account via your school. If nothing else set one up on the various web-based services like gmail or yahoo and pass it on from year to year.

Spelling Utilize the spell-check feature on your email. Also use proper punctuation and grammar.

Listserve Use a listserve if you regularly communicate via email with more than 10 people, reducing the amount of addresses people must scroll through, simplifying sending messages, and insuring that messages get to everyone.

Reflector Use a reflector if you want to limit communication within a group of people while allowing those within that group to send messages.

BCC If you are unable to setup a listserve, at a bare minimum, use the BCC feature on your email, reducing the amount of addresses people must scroll through and prevent email box flooding caused by unnecessary reply.

Facebook/Twitter These popular social networking sites can be great resources, but keep in mind 1) everyone doesn't regularly read bulletins or group pages & 2) what your page says about you and how that reflects on the club. 3) You'll probably want a blog present and link to it via both mediums



RELATIONAL

We are relational people. Members will continue to be involved in a club if their friends are there. Members will leave if they feel isolated, unknown, unwelcome, underappreciated, etc. Think about how you approach meetings and projects. Are you meeting new members? Are you building connections with them? Are you remembering important information about them? Is the board separated from the membership? Are you recognizing individual members for their accomplishments? Do you view your membership as potential friends or just numbers?

Remember: Service is our one purpose in Key Club
In order to achieve service, we need to have a healthy club

Step one for a healthy club is to have service projects
Step two for a healthy club is to be relational

If you can accomplish these two things, everything else will fall into place.

For more ideas on a variety of life and leadership topics, follow Patrick's regular blog posts:

Facebook: www.facebook.com/pmaurercom

Twitter: @Patrick Maurer



Patrick Maurer is a speaker, educator, and author. He has helped thousands of students throughout North America rediscover their ability to impact their world through his keynotes, assemblies, workshops, regular blog, and contributions to publications including Leadership For Student Activities.

Patrick knows student leadership having served as the California-Nevada-Hawaii Key Club Governor during his senior year of high school. He was recruited to Arizona State University's prestigious Leadership Scholarship Program and studied at the Hugh Downs School of Human Communication. While at ASU, Patrick volunteered in leadership roles with ASU's top student organizations and also worked on campus as a Programming Assistant for Student Leadership Programs, an Assistant Supervisor for Student Success Programs, and a Student Coordinator for ASU's Welcome Week. Upon graduation, ASU recognized Patrick as the Outstanding Male Leader of his graduating class of over 8,000 students. Today, he continues to lead, proudly serving as the Youth Chair of the National Speakers Association and as the immediate Past President of the Leadership Scholarship Program Alumni Chapter.

Now as a speaker and trainer, Patrick keeps audiences engaged, combining his experience as a high school English teacher and his improvisational performance background with Comedy Sportz. His unique blend of pop culture allusions, humor, heartfelt stories, insightful observation, and passion for service and leadership linger with audiences long after the presentation ends.

To bring Patrick to speak to the students at your school, please visit: **www.pmaurer.com**