

Returning From Covid Guide



Introduction

Throughout the last year and a half, Key Club has suffered through many hardships. Whether it was at a club level where clubs had to shut down due to school district policies and pressures from the pandemic, or at the district level where our membership decreased drastically, the effects of Covid were felt by every Key Club and every Key Clubber.

From this, the Southwest Membership Growth and Retention Committee has put together a "Returning from Covid" guide that can help anyone. Whether you're a brand new advisor just figuring Key Club out or you've been with Key Club for years and just need some new inspiration, we hope you find anything you need in this guide.

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A-COVID STATUS

RETURNING BACK

To return to “Active” status clubs need to start recruiting members, elect officers, and carry-on like the start of any school year. No special forms or actions are needed.

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EXPECTATIONS

If a club is prevented from meeting due to school district prohibitions, they should notify their Lt. Governor.

WHAT DOES IT MEAN?

A-Covid was created this past year for clubs who were not able to function due to school shutdowns and the pandemic. Instead of inactivating the clubs we made a status for them to choose so they could still be a club for the next year.

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IN-ACTIVE CLUBS

If your Club did not declare A-Covid status and did not pay 20-21 dues, you have been changed to “Inactive” status, and will need to email MemberServices@Kiwanis.org and request to be changed back to “Active”. The reactivation fee is being waived this year. You will not have access to the Membership Update Center until you are back on Active status.



Advisor Advice

Advisors play a vital role when it comes to Key Club. In this past year they've all gone through different experiences and difficulties. With help from advisors across the Southwest district, we've come up with some tips and advice for advisors.

Promoting your club:

- Although we recruit all year, those first weeks of school are crucial.
- Offering things like food really drives people in.
- Asking your own members to bring friends.
- Make unique announcements to interest people!



Increasing Member Satisfaction:

- Members are more likely to stay and join the next year if they can make and have fun with friends!
- Ask your members for feedback. You may find a majority of them don't like certain events or service projects.



A-Covid Clubs-

- Contact your Kiwanis clubs! They always are willing to help their Key Clubs.
- Basic things such as making posters and announcements go a long way.
- Teach the basics of Key Club such as DCON, ICON, and fall rally so that your members get excited for the year.
- Respond to your lieutenant governors. They are your fastest and most reliable connection. They are always willing to help you and rebuilding your clubs if you just talk to them.
- Along with communicating, opening and reading their newsletters helps you stay up to date with the district and divisional events.

Hear from Fellow Key Clubbers!

Feedback is an important tool used by basically everyone in order to improve themselves, a company, or a club! For advisors, hearing student feedback is very important for improving their clubs and recruitment tactics! For students, hearing what other students have to say helps them with expanding on their own thoughts or opens them to new possibilities. Below are videos from Key Clubbers giving their feedback!

Why did you join Key Club?
Click [here](#)

What makes for a successful Key Club?
Click [here](#)

Best recruitment tools you've seen?
Click [here](#)

KEY CLUB RECRUITMENT GUIDE

Membership Growth and Retention Committee

WHY JOIN KEY CLUB?

Some of the most common reasons why students join Key Club are to make new friends, eat good food, and get more involved in their community.

WHAT MAKES A CLUB SUCCESSFUL

Characteristics of successful Key Clubs are being able to meet fellow service-minded students, having good communication methods, and finding meaningful ways to engage your members.

RECRUITMENT TOOLS

Hosting events with free food, such as pizza or ice cream, is always an excellent option that attracts lots of students. Other ideas to draw members are spreading Key Club through word of mouth and hosting competitions.

SUCCESSFUL EVENTS

Some successful Key Club events are hosting game nights, division-wide events to connect with people in their division, and casual social events to meet new people in a low-pressure, fun situation.

NONSUCCESSFUL EVENTS

Make sure the information that you are sharing with your club is not too wordy and grabs the reader's attention. Keep information fresh.

OTHER IDEAS

Other recruitment ideas include hosting monthly game nights with new games every month as a way to socialize with your club. Another idea would be to host an event where members are allowed to bring non-members to expose them to Key Club without the pressure of joining.



SOUTHWEST DISTRICT | KEY CLUB

RUNNING AN ELECTION

RESOURCE BY THE MEMBERSHIP GROWTH AND RETENTION COMMITTEE

Rules and Procedures

Your rules and procedures for the election process need to be clear to the candidates. Ensure there is no miscommunication by sending your agenda and resources before the meeting.

"What positions are there?"

- President
- Vice President
- Secretary
- Treasurer
- Club Historian

"Wait how long can speeches be?"

- 2-3 minutes

Obtaining votes & OCF

This one is easy....use poll response websites like Google forms and Microsoft forms. They are very accessible, with basic user interfaces.

After votes are settled and the officers have been elected, fill out your Officer Certification form.

OCF: [HERE](#)



Potential Election options

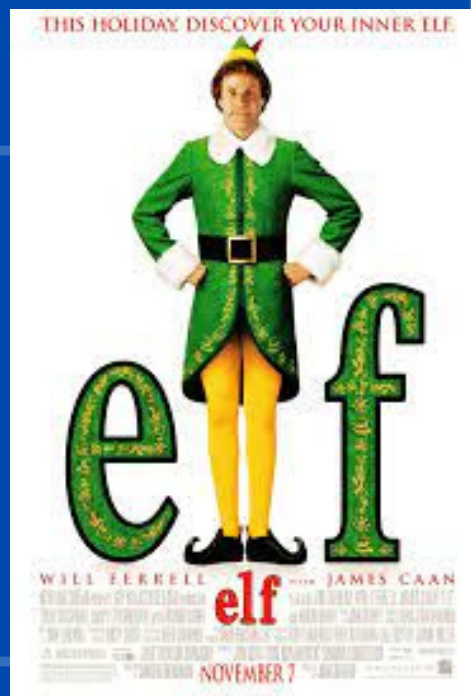
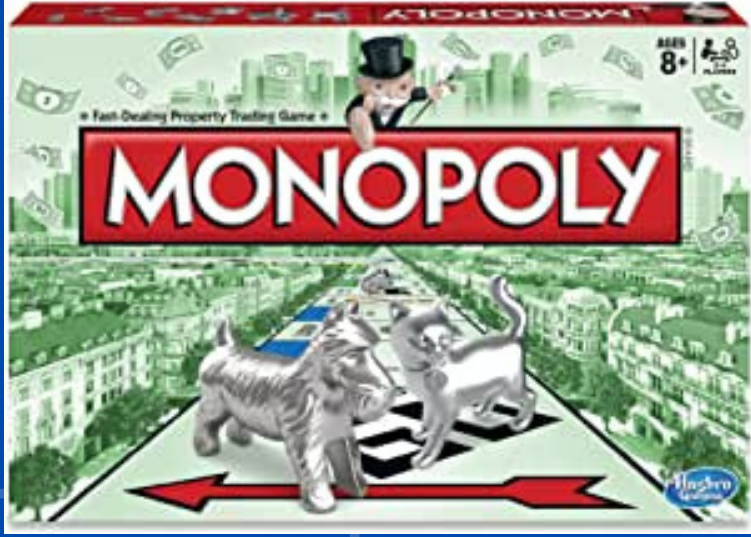
You are trying to maximize member participation in these club events. Try hosting Live elections from meeting platforms that we have become familiar with.

Utilize prerecorded messages for those who were unable to attend the election. Be adaptable to your Club's situation.



OUR COMMITTEE CHAIR | JAZMINE GARCIA

Service Projects and Club Socials



Club Socials and Service Projects are a great way to start the school year off right and set the tone for a fun and fulfilling year. Below are some ideas to help the community and have fun.

Service Projects:

1. Host a school supply drive
2. Schedule a time to clean up at a local park
3. Hold a clothing/toy drive for children in need
4. Schedule a group volunteering session at a local food bank

Social Events:

1. Have an Ice Cream Social
2. Hold a club board game night
3. Host a cornhole (and other backyard games) tournament
4. Club movie night
5. Friendly partner sports competitions

Resources

Membership Growth and Retention Booklet- [Here](#)

Officer Certification forms- [Here](#)

Officer guides- [Here](#)

Poster templates- [Here](#) and [here](#)

Election Resources- [Here](#)

Follow us on Instagram- @swdmgr

Afterword

The 2021-2022 Membership Growth and Retention Committee wants to thank you for reading our Returning from Covid guide. We hope you've found it useful in anyway. We're excited to see what comes out of this year as more clubs become active and we gain more members. Though this guide is targeted more towards the 2021-2022 Key Club year, feel free to use it in years to come and pass it on. Thank you and stay spicy, Southwest!

For any questions, please contact-
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