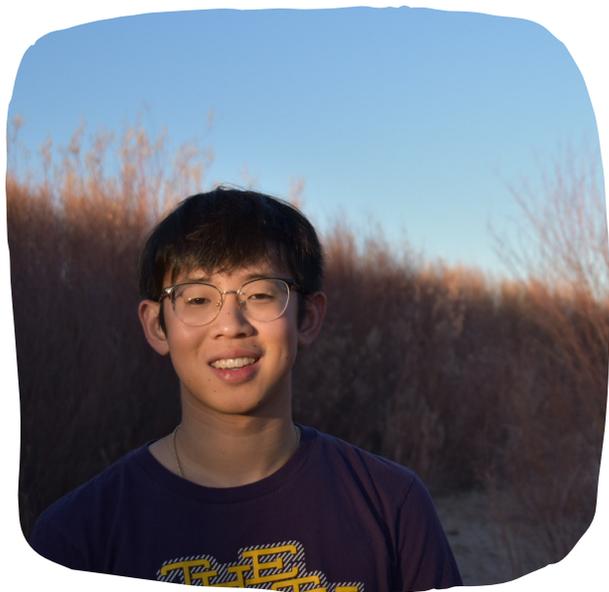
A wide-angle photograph of a snow-covered canyon. The foreground shows a thick layer of white snow with soft shadows. In the middle ground, the canyon's layered rock formations are partially covered in snow, with some green vegetation visible. The background shows more distant, snow-covered peaks under a blue sky with scattered white clouds. A pine branch with snow on its needles hangs from the top right corner.

THE KEY TO THE SOUTHWEST

Volume 58
Issue 2

EDITOR'S STATEMENT



Happy December Southwest District! If you haven't met me yet, my name is Noah Qiu and I am your District Bulletin Editor. I'm currently a senior at Rio Rancho High School. Outside of Key Club, I enjoy reading and sports. It's has been a great 2020 working with you all, and I hope to start off 2021 with the same energy that we have maintained all through this year

It's almost a new year! As 2020 comes to an end, the works of our Key Clubs have been unrivaled. All throughout this Key Club year, COVID-19 has been a large factor in our lives, but that hasn't stopped any of us from serving! In this issue, you'll find some clubs that have went above and beyond in terms of still hosting projects that adhere to pandemic precautions. This year has been a journey, and it has really shown the determination of our members.

Going into the next year, 2021, let us all keep up the great work! During most years, club activity begins to slowly wind down during the 2nd semester. Let that not be the case for this year! Our Governor, Eric Sommala, has plans to keep all of our district active and engaged. Personally, I will keep producing content, and connecting with our Clubs to push us into the new Key Club year. If you have any questions, please contact me at KeyClubBulletinEditor@swdkiwanis.org

Yours in Service,

A handwritten signature in black ink, appearing to read 'Noah Qiu', written in a cursive style.

2020-21 Editor

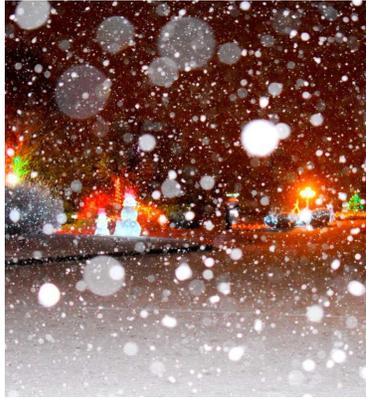


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"My favorite part of being on the Southwest District Board is the skills you learn while being able to make even stronger bonds with people who have the same interest as you."



"When I think about the Southwest District I think of all of the amazing leaders that have graduated, that have gone above and beyond in the world, and the caring atmosphere they provide for all of these members. Something the Southwest has that no other district has is the spicy energy they provide to every event, they do not just give 100% they give 110% at everything they do."

GOVERNOR'S MESSAGE

SWD | KEY CLUB
OFFICE OF THE GOVERNOR

Welcome back to our District Bulletin Editor's second issue of The Key to the Southwest. Writing this statement gives me fond memories of my days as a District Bulletin Editor in the previous service year. I hope you are all looking forward to the new year and reading this second edition. I want to use this opportunity to promote a few important messages for 2021.



New year, new club! Start the year with the same enthusiasm as you did in August. Maybe this is your first month of the Key Club year with things possibly opening up in your city. Either way, let's start the new year with a strong club ... focus on retaining and energizing your members. Ask your lieutenant governor for tips and ways to make your meetings fun and interesting!



DCON 2021 is virtual ... make sure you all have been paying attention to the items in your lieutenant governor's newsletters for DCON awards and contests. This is your chance to win some amazing prizes at the district level. Have you done a service project that supports the Major Emphasis? We have a contest for that! Like giving speeches? We have a contest for that! We'll send out more information for DCON soon.

Ever wanted to be on the District Board? Do you admire the work of your lieutenant governor? Well, here's your chance ... come February, we'll be releasing more information on how you could start a new chapter in your Key Club career. Let me make a few things apparent: 1) You aren't required to have any set qualifications for the role of lieutenant governor (although being an officer will help you.) 2. This role is a time commitment with committee and divisional meetings. 3) You gain amazing leadership, communication, and networking skills. Please consider running for a position in the 2021-2022 administration.

As always, never hesitate to reach out to your lieutenant governor if you have questions or concerns.

Best wishes,

Eric Sommala

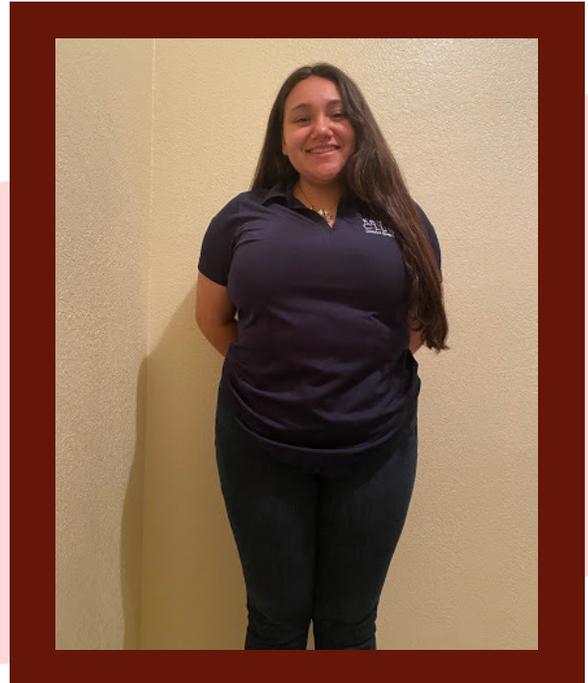
GOVERNOR'S MESSAGE

MEET THE BOARD

The Executives



Eric Sommala | District Governor
KeyClubGovernor@swdkiwanis.org



Nuriah Perea | District Secretary-Treasurer
KeyClubSecTreas@swdkiwanis.org



Noah Qiu | District Bulletin Editor
KeyClubBulletinEditor@swdkiwanis.org



Brynn Kramer | DCON Chair
KeyClubDCONChair@swdkiwanis.org

MEET THE BOARD

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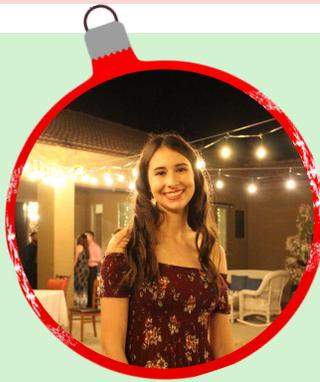
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Contact Us:

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DUES UPDATES

-With Secretary-Treasurer
Nuriah Perea

Q: When are dues formally due this year?

A: February 1st.

Q: Why has the dues deadline been pushed back this year?

A: Our dues have been pushed back because of the circumstances of this year. Many clubs are facing hardships due to this pandemic and in response to this we have given clubs more time to pay dues as well as get early bird.

Q: What are some good ways for clubs to pay dues during COVID?

A: The best way to pay dues during this pandemic is through the Membership Update Center. You are able to complete your roster online, print the invoice, and mail it directly to Key Club international.

Q: What are some good platforms to collect dues on?

A: Online bookstore is the safest method for dues paying and collecting

Q: Why are dues still important if we're meeting virtually?

A: Dues are still important even if we are meeting virtually because the payment of dues recognizes your club legitimate within the eyes of KCI. A fraction also goes to our district which is then used to host events such as a virtual DCON and the Spooktacular.

Q: What's a good way for clubs to collect dues during this time?

A: A good way to collect dues is to ask your school if they use an online platform for your bookstore or to talk to your advisor.

Q: Is there any additional information regarding dues that our Clubbers should know about?

A: This year, clubs who don't pay will not get suspended, so do not panic too much. Otherwise, make sure to get those dues in!

DCON 2021

Murder Mystery

For this 2020-2021 school year, Southwest District Key Club would like to invite you to our virtual Murder Myster-KEY District Conference this April 11th through April 18th! For those of you who are not familiar with our annual DCON, it is an essential part of our year in meeting other Key Clubbers, celebrating your accomplishments, and learning more about service and leadership! Due to current circumstances, we have elected to host our conference online, but hope to offer small social and service opportunities in-person locally, depending on each division's status.

The conference will range from Sunday, our opening session, to Saturday, our closing session, with each weekday evening having a few hours allotted to workshops, social sessions, or caucuses, with the exception of Wednesday, April 14th, when we will be hosting a virtual service fair. Contests and awards will be open as well, so make sure to work on your posters, scrapbooks, videos, etcetera!

Make sure to come so you can connect with your fellow Key Clubbers, enhance your Key Club service and leadership, solve the mysterious case of a newly-made ghost pepper, and celebrate everything you and your club has done this school year. We hope to see you there - stay tuned for more details!

THE KEYS

TO QUARANTINE



West Las Vegas High School Key Club

Ornaments for Vida Encantada Residents

Club members each painted and decorated 9 ornaments each to get a total of 85 ornaments for nursing home residents. In addition to the ornaments club members wrote notes on cards for the residents and also each bought a small gift for their 9 residents. The ornaments were taken to the nursing home to be disinfected and distributed to residents before the Holidays.



Oñate High School Key Club and Centennial High School Key Club

Navajo Nation Clorox Wipe Donation Drive

The Navajo Nation was hit really hard with COVID and were in need of some Clorox wipes so we teamed up with Centennial High School Key Club to run a donation drive. We dropped off some boxes at all 4 public high schools as well as the Library in town in order to socially distance. We wanted to help out in any way we could especially during these hard times and had an awesome turnout!



Cienega High School Key Club

Intermountain Decorating

This is an annual event where we decorate 4 foster homes located all around Tucson. We hold a decoration drive before the event and collect both new and used decorations. This year we only decorated the outsides of the foster homes to keep our members safe during the COVID-19 pandemic. Although the event looked different this year, we still had a great time bringing the holiday spirit to those who need it the most!

Southwest District Spooktacular

SOUTHWEST
DISTRICT
SPOOKTACULAR
Virtual Fall Leadership
Conference from Key Club

Personally, as your District Bulletin Editor, I worked in collaboration with the DCON Chair to present the Aesthetics and Design workshop. Overall, the experience was great. We presented 4 times to a very enthusiastic audience, who also attended the workshops of *Governor's Project, Day in the Life of a Board Member, and Networking Your Way to Success*. The event went on for around 5 hours from the opening to closing ceremonies. During which, our presenters taught all they knew, the moderators monitored the room, and the audience listened attentively. The event was a major hit, with many expressing overwhelming support.

The Southwest Spooktacular! Hosted in the place of Camp Fall Rally due to COVID restrictions, the Southwest Spooktacular was a virtual leadership conference that featured 4 workshops, guest speakers, and 3 different fellowship sessions. With about 200 of our Key Clubbers attending, it was a huge success. Thank you to all of the people that helped coordinate this big event, including our presenters, moderators, guest speakers, and all attendees. It would not have been possible without all of your hard work!

SPOOKTACULAR LT. G RECAPS

The Southwest District Spooktacular was a major success! With over 200 participants, 4 workshops, and 3 fellowship sessions; members across the Spicy Southwest were able to learn new skills, grow their Key Club knowledge, and meet others passionate about serving their communities. A special workshop, presented by Eri Okuma from Unicef, focused on The Eliminate Project and gave Key Clubbers insight into the Governor's Project. Additionally, other workshops, hosted by district board members, allowed Spooktacular participants to learn more about the district and skills to become better leaders. At the end of this exciting event, the 2021 DCON theme was revealed to be "Murder Mystery"! Missed out on this terrific event? Replays for all the amazing workshops can be found on the Southwest District Key Club website!

-Sumi Shrestha

On November 7th, Southwest District had our first ever Southwest Spooktacular! The district event began with the introduction of all of our District Officers and going over our Governor's Project this year: UNICEF. After that, we then went into our workshops for the day. These workshops included, A Day in the Life as a District Officer, Design and Aesthetics, and Networking your way into Success. When the workshops came to a close, the 2021 DCON theme was revealed to be Murder Mystery! Soon came our Fellowship Sessions. Kiwanis members had the choice of singing their hearts out in karaoke or mining away in Minecraft. Overall, the event was a success and everyone hopefully had a great time!

-Shadyn Russo

AWARD WINNERS

Humerus Bones:

Jack Miller

Jack-O-Lanterns:

Jesse Morales

Spooky Spiders:

Alexis Basko

Minecraft Session

Giovanni Amaro

Karaoke Session

Kaylie Mode

Missed the event?

Don't worry! Click on any of the panels below to view a recorded workshop!



Holiday Highlights

Early College Academy Key Club

Early College academy has gone above and beyond this year. They have raised over 300 lbs of food donated to roadrunner food bank, written letters to healthcare workers and seniors in nursing homes, as well as raised hygiene kits and Christmas gifts for the homeless. Also notably, they have created a safe community within their school by hosting game nights, participating in other club events, and encouraging communication and ideas. Overall, this club has gone above and beyond in communication, community, and has had successful fundraisers.

Vista Grande's chapter of Key Club has faced numerous struggles, as many clubs across the state and nation have. Despite these struggles, Vista has been able to maintain an active club that completes service projects, is known in the school, and plays as a close knit community. Since the beginning of the year, Vista's Key Club has completed dues on time. Along with this, Vista has also completed Christmas cards for a human trafficking shelter and rang the bell for the Salvation Army in our community. COVID-19 has changed our world, possibly forever, however, through the time, we are proud to remain strong and together, creating a community in the midst of chaos.

Vista Grande High School Key Club

Cienega High School Key Club

Cienega has found many ways to persevere through the pandemic. Whether it's supporting our governors project, to cleaning up trails, key club has managed to help its community. We've made cards for the elderly, and supported UNICEF. We also were able to continue one of our yearly service projects, Intermountain, where we decorate group homes for Christmas. Cienega key club has found numerous ways to help out around our community in such trying times

Sabino High school has gone above and beyond with serving others and communicating. They have had a difficult time with there admin but they haven't let that stop them from serving others. They have collected dues in a fast matter and have been helped at the diaper bank. The communication has been overall great and has made my job as a Lt.Governor so easy! Thank you Sabino.

Marana High School Key Club

-From an Lt. G

COMMITTEE UPDATES

Kiwanis Family Relations

As of December 9th , 2020, the Southwest District Kiwanis Family Relations Committee has progressed with numerous projects. Among these projects are the Advisor Support Program designed to aid struggling and new advisors in their duties by allowing them contact to seasoned more experienced advisors who have volunteer to offer their advice. This project will be released in the new year as a question and answer forum, allowing easy accessibility by all advisors. Another project to highlight is the preparation of a Kiwanis Relationship Building Guidebook for Key Club officers and their advisor to utilize. This guidebook is complete with interaction strategies, project suggestions, and testimonials from our very own Southwest District Kiwanians sharing their experience with Key Clubbers over the years.

District Convention

The DCON Committee has currently finalized our workshop and presenters roster, outlined our schedule, and taken on more focused roles for the next few months. Our ongoing projects have been making great progress in determining our various designs, designating our keynote, and confirming our service fair list. Within the next month, we hope to have sent out registration, settled on which designs will fulfill which needs, and complete the foundations of our storyline development.

Membership Growth & Retention

Amidst these uncertain times, the Membership Growth and Retention Committee recognizes that gaining new members and membership retention may be more difficult. With this in mind, the Membership Growth and Retention Committee have been working to create a variety of resources to help! So far, we have created resources for growth through social media, various templates, ideas for incentives, slideshows, and more! Our intention of these resources is to help and guide Key Clubs towards ultimate membership and retention for a virtual or in-person setting. The Membership Growth and Retention has also established an Instagram account that can be found @SWDMR. This account is dedicated to tips, tricks, and resources to help with club membership growth and retainment. It's a quick, easy way to get some inspiration on how to effectively gain more members and ensure they stay to enjoy all the great things about Key Club!

Publicity & Service

The Publicity and Service Committee has successfully included two new members into the committee, and is working hard to make sure that they feel comfortable with our other members. We have participated in Key Club Week, and got many members participating in each of the days. We also promoted the Spooktacular event, and have been posting multiple times a month on our social media. We are all very excited to continue our work as a committee!

TRUSTEE'S UPDATES



Hello Southwest! It's your International Trustee Glory Kalu here! I hope you are doing well and have been making the most out of this year. I would like to applaud you all for continuing to push through the barriers that this year has thrown at us to serve your homes, schools and communities. You guys have shown the passion and leadership for service, proving once again the strength of the members of Key Club International. I do not have too many updates from the International Board, so I will make this short and sweet.

- The International Board had their official November board meeting. Over the course of the meeting, we discussed new service partners for the organization, new grants for the upcoming International Convention, went over our first draft of the new Strategic Plan, and more.
- The Diversity and Equity subcommittee has a new project coming up soon. Although details are currently under raps, the overall concept is a new way for our non-US districts and clubs to highlight their cultures and various styles of service.
- Early bird dues deadline has passed, so make sure to get in your regular dues by February 1st



- Global Ambassadors Program is another up and coming program being developed by our Global Relations committee, and more details on that should hopefully be out soon as well. As a member of the Spacifiny sistrict, you will all soon have the opportunity to buy sistrict merchandise. Items will include pins, hoodies, shirts, hats, and etc. If you have any questions about that, please feel free to contact me.
- The 2021 International Convention is currently set for July 7-11 at Walt Disney World. The organization continues to monitor the trends of the pandemic and will soon come to a decision as to whether or not the event will be held in person.

That is all from me as of right now! Again, if you have any comments, questions, or concerns, you can always reach out to me at my email: glory.kalu@keyclub.org. Thank you all once again for your continued service, and a big shoutout to all my fellow seniors who are balancing Key Club with the upcoming college season! You are all the best!

Yours in Caring and Service,

Glory Kalu

GOVERNOR'S PROJECT

1

NORTH PHOENIX PREP

DOLLARS RAISED | \$1200 ; COINS RAISED | 0

2

CIENEGA KEY CLUB

DOLLARS RAISED | \$472 ; COINS RAISED | 0

3

LIBERTY KEY CLUB

DOLLARS RAISED | \$97.60 ; COINS RAISED | 0

\$2,347 /

\$15,000

As of 11.19.2020

Hello Southwest!

First, a big thank you to the following clubs:

North Phoenix, Cienega, Liberty, Franklin, CAS, and Lake Havasu Key Club

for their stellar participation in the Governor's Project fundraising efforts.

As depicted above, North Phoenix Prep raised a staggering \$1,200 for the Trick or Treat competition — winning the \$75 gift card!

But don't fear! Your club can still fundraise for UNICEF. Here are some tips for possible fundraisers that your club can host to support the Governor's project: 1) Social media Bingo 2) Facebook fundraisers 3) Miracle minute drives 4) Fast food nights

Already participated in the Governor's project? Let your lieutenant governor know and I'll be sure to highlight you in the issue of our UNICEF updates!

Thanks for all you do!



**YOUR FRIENDLY
NEIGHBORHOOD SERVICE
ORGANIZATION
DCON 2021**

Plan to join us online
FEB. 26TH-28TH
for SWDCKI's DCON 2021!

There are many things planned, even a fundraising event where you can pay for district members to do challenges! Gov. included :)

More details next year

Key Club Int.

Partners, Charities, & Co-Sponsors

Partners

Thirst Project

The Thirst Project aims to provide clean drinking water to countries around the world, actively helping in the countries of eSwatini, Ghana, El Salvador, Kenya, Uganda and India

Nickelodeon

Nickelodeon currently hosts 2 major campaigns, *Worldwide Day of Play*, and their *Get Dirty* campaign. These campaigns are meant to encourage an active and playful lifestyle, as well as protect the environment.

Landscape Structures

Landscape Structures works to provide high quality playground equipment and consultation services to parks.

Squads Abroad

Squads Abroad allows volunteers to travel internationally to serve in areas of health and economic disparity.

Kiwanis Gives Online

Kiwanis Gives Online is a platform which provides optimized an fundraising platform and campaign support for Key Club,

Up with People

Up With People helps volunteers develop a sense of social responsibility through integrated, specific volunteer events.

Preferred Charities

Children's Miracle Network Hospitals

Children's Miracle Network Hospitals raises money to fund children's hospitals to research and combat youth health issues.

Unicef

UNICEF works give all children a better future, hosting two major campaigns of *Trick or Treat for UNICEF* and *Eliminate Week*.

March of Dimes

March of Dimes helps to raise awareness, as well as research and combat the crisis of premature birth, hosting a *Prematurity Awareness Month* in November.

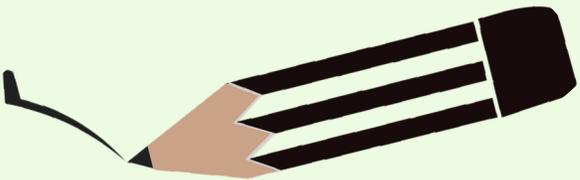
Collaborative Partners

K Corps

K Corps is a Kiwanis youth exchange program for Key Clubbers, in collaboration with host families in Japan.

Project Happiness

Project Happiness promotes mental health through the research of neuroscience, and practices of exercises, discussions, and games.



Editor's

Corner

As club bulletin editor, you have many responsibilities. One of your main jobs is to get information into the hands of your members. Ways to do that range from social media to articles to public-service announcements. As editor, your role can have a large impact on how informed your members are.

View the Spooktacular *Design & Aesthetics Workshop* [Here!](#)

When designing, make sure to keep the mood and purpose in mind, and adjust the visual elements accordingly. Everything should have a purpose

Story posts are a very useful tool for member engagement. Use questions, polls, or simply post new information for your audience to see.

Add your own personal element to your works. While templates are fine to start out, try and develop a style that is unique to yourself. This will help immediately identify the works pertaining to your home club, because they are produced by you.

Make sure to keep your social media consistent and active. Post any and all important information, and space out your posting intervals accordingly.

Make sure that everything you make is simple and easy to read. Reduce the clutter, keep appropriate margins, and don't let anything blend into each other. As for colors, make sure the text and background contrasts so that it is easy to read.

