

Summer 2023 Edition of

THE  
CAROLINAS  
BLUEPRINT

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## Governor's Greeting



*Dear Carolinas District,*

At the 2023 Carolinas District Convention, I had the incredible honor of being elected as your 2023-2024 Carolinas District Governor. Witnessing your dedication and passion for service at our first in-person convention in four years was truly inspiring. I am certain that together, we will make this a year to remember.

It's hard to believe that most of us are well into our fall semester by now. For many clubs, this time marks the beginning of club recruitment, service projects, and Key Club events. My goal this year is to boost membership and increase overall engagement within Key Club at District and International events, while helping you all realize your potential for leadership.

Think back to why you joined Key Club. For me, it was the opportunity to be a part of an incredible family. Students from all over the world, with different backgrounds and unique talents, come together for a common purpose: to serve their homes, schools, communities, and world. I've been watching Key Clubbers do just that for around 15 years. Obviously, I wanted to be just like these young change-makers, the coolest high schoolers, and even in 3rd grade I was counting down until I could join. We were all drawn to Key Club for some reason. Whether you've known about it all your life, were drawn to the service, wanted to make some friends, a teacher told you to check it out, or you found out there might be free food, you chose Key Club.

Now it's your turn to step up. Be a Key Club member who someone, whether they're a 9-year old or a 9th grader, looks at and thinks, "I want to be a part of something like that. I want to make a difference too". As we move forward through these next few months, don't forget what makes Key Club the largest and oldest high school service program; you. The members, who spend countless hours helping others, and in doing so become more confident, inclusive, and spectacular leaders. I want to leave you all with a challenge: Set a personal goal to bring more people into our family. Serve as a physical reminder that in Key Club, we make caring, our way of life.

I hope to see everyone at Fall Rally on October 15th! We'll be joining together as a District for a festive day of service, Key Club spirit, and, of course, roller coaster fun at Carowinds. If you have any questions at all throughout this year, don't hesitate to reach out to me at [gov2324@carolinaskeyclub.org](mailto:gov2324@carolinaskeyclub.org).

Yours in Service,

*Liv Perry*

# Secretary's Summary



*Dear Carolinas District,*

My name is Aleksei Sample-Kietrys, and I am your District Secretary for the 2023-2024 school year. I am really looking forward to working with you all this upcoming school year! For this year, I plan to get our contact information fully back up to date since the Covid-19 drop-off. Last year, we were able to make a large improvement in the contact information that we collected. However, we still have a long way to go. In March of 2023, we had 52.8% of our contact information fully updated. As of now, thanks to the hard work of our Lieutenant Governors, Advisors, and Club Officers, we have fully updated contact information for 58.6% of the clubs in our district. Remember that any Club Officer or Lieutenant Governor can submit the contact information form, it doesn't have to be something just the president does. Updated Contact Information is crucial to the success of the Carolinas District. It allows for important news to be shared between lieutenant governors and advisors and also lets the Carolinas District know which Key Clubs are still active. Updated contact information can be submitted here, to help us achieve our goal of 100% updated contact information. If you are a club advisor or a club president, then make sure to keep an eye out for emails from your lieutenant governor. Lieutenant Governors are the best way for news to be shared directly from the Carolinas District or your division to Key Clubs. If you are a Lieutenant Governor, please continue reaching out to Club Officers and Advisors. The effort that you put in will not go unnoticed. Just because you aren't getting responses doesn't mean that people aren't reading your emails. If you do not have contact information and have never heard from a club, then I would highly recommend doing your own research and seeing if you can find anything through the use of Google or a school's website. If you have any questions about anything I have discussed, then please feel free to reach out to me at [sec2324@carolinaskeyclub.org](mailto:sec2324@carolinaskeyclub.org) and I will be more than happy to help you! I firmly believe that if we all work together and collect contact information.

Yours in Service,

*Aleksei Sample-Kietrys*

# Treasurer's Thoughts



*Dear Carolinas District,*

My name is Shruthi Meenaksh, and I am honored to serve as your District Treasurer for the 2023-24 school year! I am a rising junior and previously served as a Lieutenant Governor last year. With last year being Key Club's first year rebuilding and becoming active again since the pandemic, we made some great successes! From this time last year, we now have 15 more active clubs and 1,466 more members, including 9 newly chartered clubs with 358 members! This brings the total number of active clubs in the district to 183 and the total member count to 9,799. This is amazing progress, and my main goal as District Treasurer this year is to continue this effort. I especially want to focus on bringing Key Clubs back to the schools that have not yet been able to reactivate their clubs after going inactive.

Throughout this year, I will be working on providing resources to clubs to increase member recruitment and retention, increase engagement, and other information pieces about dues. If you ever need help reactivating a club, chartering a new one, paying dues, or anything else, I would love to help! Feel free to reach out to me at [trs2324@carolinaskeyclub.org](mailto:trs2324@carolinaskeyclub.org) or your division's Lieutenant Governor at any time. I am so excited to be working with all of you this year, and I can't wait to see what we accomplish as a district!

Yours in Service,

*Shruthi Meenaksh*

## Editor's Extension



*Dear Carolinas District,*

My name is George Powell and I am your District Editor for the 2023-2024 Key Club term. I am a senior this year at Willow Spring High School and have been a member of my wonderful home club for 3 years. I have had quite a different path than all previous Editors seeing as I actually began this term as a Lieutenant Governor (LTG). In March, I entered District Convention (DCON) knowing little to none about the district levels of Key Club International and I left having seized an opportunity presented to me to lead Division 3 as one of the board's LTGs. At Carolina Key Club's Advanced District Leadership Experience this past August, I was elected by my peers to serve as District Editor due to my passion for social media management and web design and the vacancy of this executive role.

Making the change from LTG to District Editor had a big learning curve, but as I became more familiar with my duties and responsibilities, things did get easier and I started to get the hang of the role. The purpose of the Editors position is to manage the Carolinas District social media platforms, make necessary updates to our website, and create board and district publications, such as this edition of the Blueprint. In addition to District Editor, I was also appointed Chairperson of the Social Media and Advertising Committee where I serve alongside 5 LTGs to further develop our social media cultivation. This term is the first year in which this committee is a part of the district board and we are more than happy to be laying the groundwork for members in terms to come.

My biggest goal for this term is to help clubs across the Carolinas take advantage of social media as it is one of the most effective ways to reach members, those in need, and individuals who might be interested in being a part of this organization that you and I love so much. If you ever have any questions about anything at all, please reach out to [2324editorgeorge@carolinaskeyclub.org](mailto:2324editorgeorge@carolinaskeyclub.org) and I would love to get in contact with you to help in any way I can. I am so excited to be serving Carolinas Key Club and am ecstatic to see what this year of service brings.

Yours in Service,

*George Powell*

## UNICEF Champion's Catalogue



*Dear Carolinas District,*

Hello everyone! I hope you all are excited for this holiday season! My name is Gracen Barsanti and I am the UNICEF Champion for the Carolinas District. As the UNICEF Champion, it is my job to act as a liaison between the Carolinas and UNICEF. I provide our District with information on UNICEF, fundraiser ideas, events, and much more! This is the first year of the UNICEF Champions Program and I couldn't be more thrilled to be a part of it!

UNICEF's current project is Start Strong: Zambia. This project strives to benefit early childhood development (newborns - 8-year-olds) in Southeastern Africa. Early childhood development encompasses healthcare, nutrition, security, opportunities for learning, and responsive caregiving. To supply these needs, community centers, which are called Insakas, are built. Insakas include a classroom, a baby stimulation room, a playground, a borehole with a hand pump, a latrine, a garden, solar panels, and a kitchen. I know that you're probably thinking that there's no way that a small amount of money can change anything in Southeastern Africa. What if I told you that a few dollars can change a child's life for the better? Just \$5.00 can provide one child with locally produced, low cost materials for early stimulation and early learning, nineteen dollars can provide a child and caregiver with quality, home-based early childhood development services, two hundred and nine dollars can provide an early childhood development kit which includes a range of activities to encourage development and social interaction, three thousand dollars can construct a borehole with a hand pump, and thirty-five thousand dollars can build one insaka. A little goes a long way. You can change an unbelievable number of lives after donating to UNICEF.

I don't know about you, but I love Halloween! To raise money for UNICEF, a fundraiser called Trick or Treat for UNICEF is used throughout the whole month of October. This year, gathering donations is easier than ever! All you have to do is scan a QR code! There are so many fundraisers your club can do, such as a costume party, a Halloween movie night, a pumpkin carving contest, wrappers with the QR code around candy, trunk or treat, a haunted house, a halloween festival, trick or treat for donations, and so much more! Your club should receive some resources from the Lieutenant Governor of your Division – if you have not, don't be afraid to reach out! Please be sure to let your Lieutenant Governor know how much you raise by the end of October. With that being said, let's get to trick or treating!

I can not wait to see what we can raise as a District! Here is the link to the UNICEF website and the link to donate. If you have any questions at all, please feel free to reach out to [ltggracenecarolinaskyclub.org](http://ltggracenecarolinaskyclub.org). I hope you all have an outstanding service year!

Yours in Service,

*Gracen Barsanti*

# Fall Rally

Fall Rally is only a short 2 weeks away and we couldn't be more excited to see you all there! On October 15th, Key Clubber from all across North and South Carolina will gather at Carowinds for a day packed full of information, Key Club spirit, and roller coasters! If you have any further questions about this amazing annual event, please refer to this [link](#) which has lots of valuable information.

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## ICON

It feels like just yesterday when the Carolinas District went on the trip of a lifetime at the Key Club International Convention in Anaheim, California. There we were able to ride rides and enjoy the sunshine at Disneyland and Universal Studios, see the Hollywood sign from Griffith Observatory, stroll down the Hollywood Walk of Fame, take a tour of the USS Midway, spend a day checking out the 700 different animal species at the San Diego Zoo, and so much more. Once we arrived at the convention, we attended fun and educational workshops and general sessions, met Key Clubbers from other districts, and elected our 2023-2024 International Board. A special shoutout to our endorsed candidate from the Carolinas, Emily Dudash, who was elected to the position of International Trustee!! We also had some AMAZING contest and award winners who were recognized at the International level. Check out our District Instagram for highlights on our award recipients! Overall, it was a fabulous trip filled with amazing sights, but even more incredible friendships. Don't forget to check out our Facebook and Instagram to catch some photos of the fun!



# Leadership Training Meeting

## BDLE

On April 15th, the newly elected 2023-2024 Carolinas District Board met for our Basic District Leadership Experience in Lake Waccamaw, North Carolina. There, our district board received training to prepare for the coming year. We covered training topics such as how to create newsletters, format an email, address a letter, dress to impress, and more! We were also fortunate enough to take a tour of the Carolinas Key Club District Project: the Boys and Girls Homes of North Carolina. It was inspiring to see the impact Key Club has had on such an incredible organization.

At the end of the day, board members went home with new friendships, invaluable information, and a wave of excitement for their terms.

## ADLE

On August 12th, the Carolinas District Board met once again in Pineville, North Carolina where we conducted leadership modules, started working in committees, planned Club Officer Training Meetings, and so much more! It was a packed weekend filled with fun, excitement for the year ahead, and lots of opportunities for board bonding! We elected George Powell as our District Editor for the remainder of 2023-24 term, and the board was able to be virtually introduced to our International Trustee- Riya Bajpai for the first time. Overall it was a very productive and motivating meeting! We all went back home with new knowledge and motivation from ADLE as we prepared for one of our busiest times of the year!

# New International Board

At International Convention this past month in Anaheim, delegates had the opportunity to elect our new International board consisting of the President, Vice President, and 11 Trustees. Below is a list of members of the 2023-2024 Key Club International Board

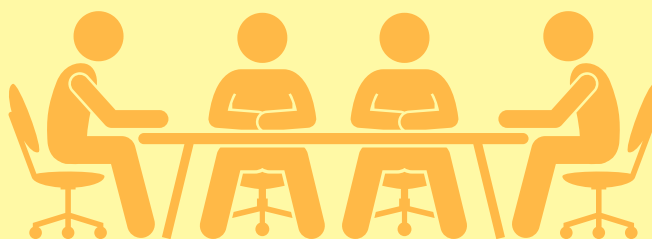
President: Kyle Hanson

Vice President: Maria Wheeler

Trustees:

- Ethan Schmidt
- Alyssa Kline
- Riya Bajpai (Carolinas District Trustee)
- Emily Dudash
- Allan An
- Alex Trinh

Maya Tolentino  
Gabrielle Rhoden  
Ian Opel  
Abigail Choi  
David Robin



## Club Information

To start the year off strong, please make sure your club's advisor and/or president fills out the contact information form, which can be found [here](#). To find the link at the website, look under "Reports" and then find "Club Officer Information Form". Contact information is crucial in the success of a district Key Club because it is the only way we can ensure that you have access to information that your Lieutenant Governor has to supply to your club.

# Dues Information

November 1st- Early Bird Deadline

December 1st- Required Deadline

District Dues- \$6.50

International Dues- \$7.00

Be sure to start tackling dues with your advisors and treasurers the Membership Update Center (MUC) linked [here](#)

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# Membership Recruitment

Recruiting new members is arguably the most important step to take each year to ensure a growing Key Club at your school. In addition to promoting Fall Rally, here are a few more ideas to consider implementing in your Key Club

- Hold an interest meeting
- Incorporate interactive games in meetings
- Use engaging icebreakers
- Partner up with other clubs to promote clubs
- Participate in your school's club fair
- Create vivid and creative presentations

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# Running Club Social Media

Social Media is one of the biggest tools for a Key Club to take advantage of. It can be used to inform, recruit, and educate members of your key club! Here are a few things to keep in mind as you manage your own:

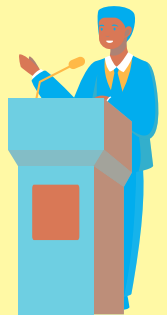
- 1) Post consistently to keep up engagement
- 2) Try to stick to a color theme combining your school colors and Key Club colors
- 3) On Instagram, be sure to use the elements in stickers for your stories

# Club Officer Elections

Holding elections are very important and a vital part of a year of Key Club success! If you have not already, hold your elections by posting positions with an interest form, reviewing applications, and setting interviews with candidates who fulfill requirements. Here are a few ideas on next steps to take once these other tasks are complete:



- Ask each candidate to prepare a speech
  - Virtual: Record speech
  - In-Person: Speak in a meeting
- Create a google form for voting at a club meeting



# Club Officer Responsibilities

## President :

- Lead meetings for officers and members
- Create goals for the year
- Maintain engagement with members

## Vice President :

- Assist member recruitment activities
- Fill out monthly reports
- Help lead the meetings

## Secretary :

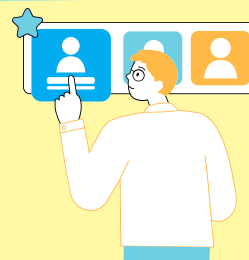
- Keep files and spreadsheets organized
- Create sign-ups for events
- Record meeting minutes

## Treasurer:

- Prepare the year's budget
- Collect and remind members for dues
- Maintain engagement with members

## Bulletin Editor :

- Create a social media presence
- Produce newsletters
- Take photos during events/activities, and meetings.



## Webmaster :

- Create a social media presence
- Produce newsletters
- Take photos during events, and meetings.

# Youth Opportunities Fund

Does your home club or a club in the division you serve have a great service project in mind, but not the proper funds to host it? Well look no further, because the Youth Opportunities fund may just be what you need! The Youth Opportunities fund is endowed fund for Key Club International that is used to support clubs by providing grants for service projects and scholarships for members. Clubs can receive between \$250 and \$2,000 which can be applied to a specific project the club has planned. There are 2 application deadlines: October 15th, and March 1st. If your club is interested in this incredible opportunity, check out the Key Club International website [here](#) to learn more!!

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## Spotlight on Service

The Spotlight on Service is a great opportunity for clubs from all over the Carolinas to gain recognition for their exceptional service projects. Has your home club completed a unique or impactful service project this year? Submit it [here](#)! Once you fill out the form, email [spotlight@carolinaskeyclub.org](mailto:spotlight@carolinaskeyclub.org) with any pictures of your club completing the project for the social media post

## District Project

Since 1981, the Carolinas ' District Project has been the Boys and Girls Homes of North Carolina in Lake Waccamaw, North Carolina. These homes create a safe and loving environment for any children in need of support. As a district, we collect money and donations throughout the year. To support this fundraiser, drives and fundraisers are held often and while you plan your own service project, we hope you think of the Boys and Girls Homes as well. To find more information, click [here](#)!

# Preferred Charities

## Start Strong: Zambia:

In Zambia, 3 in 4 first-grade students aren't ready for school because they haven't received proper nutrition, health care, or learning opportunities. Key Club is helping make a difference by supporting UNICEF efforts to build innovative community centers called Insakas. There are spaces for children to learn and play and where community-based volunteers, health care providers, and teachers can work with parents to encourage development and strengthen bonds between parents and children. To learn more about these programs and how issues facing children are being addressed visit [www.keyclub.org](http://www.keyclub.org).

## Thirst Project

Thirst Project is a nonprofit organization that is working to end the global water crisis by building freshwater wells in developing communities that need safe, clean drinking water. The goal is universal access to clean water, starting with the small, south-African nation of Swaziland. Key Clubbers from all over the world are making a difference through campaigns like Hydrate for 28, which raise money and awareness for the water crisis. To learn more visit [www.keyclub.org](http://www.keyclub.org).



# Brand Guide

The Key Club brand guide is one of the most important tools in promoting Key Club! Following this guide allows all of Key Club International and the districts connected. The guide includes information about logos, font families, brand colors, and examples of how to use each element. Remember, when creating any Key Club graphics, make sure you are being consistent with the brand guide, that way people know that it is Key Club content! To see the brand guide, follow this [link](#)

# Partners

## Schoolhouse:

Do you want to make an impact and have fun while doing it? Looking for a service project that you can complete from the comfort of your bedroom? Key Club has partnered with Schoolhouse to bring free tutoring to thousands of learners across the world. If you're interested in learning something new, or you're interested in becoming a tutor yourself, sign up today!

## Collegewise:

Collegewise helps identify the college that's right for you, assists with the application process, and provides tutoring for ACT/SAT exams. While a paid subscription is available for those who wish to access it, every Key Club member has access to a suite of Collegewise resources on the Runway platform as a member benefit.

## Erika's Lighthouse:

The mission of Erika's Lighthouse is to make sure no young person feels alone in their depression. This nonprofit organization encourages good mental health and strives to break down the stigma surrounding mental health issues. Erika's Lighthouse is dedicated to creating a community of empathy and education and has resources and programs for students and educators, grades 4-12. Whether its using their presentations, conversation starters, or simple worksheets to share with your club, start speaking up and reaching out!

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# Club & Division Highlights

Our highlights take place as "Spotlight on service which can be found [here](#). If your club has put on any unique or outstanding service projects, be sure to submit them and get a feature!

# Major Emphasis

The Key Club Major Emphasis Program (MEP) aims to help “Children: Their Future, Our Focus.” To fulfill the Major Emphasis Program, Key Club International serves children in many ways, including working with Key Club International’s partner organizations that are committed to serving children.

## Timeline

October 5th: Send Newsletters to club advisors and presidents

October 14th: District Board travels to Comfort Inn Fort Mill, SC

October 15th: FALL RALLY!

## Pledge

“I pledge, on my honor, to uphold the Objects of Key Club International; to build my home, school and community; to serve my nation and God; and combat all forces which tend to undermine these institutions.”

# Contact Information

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Secretary:	Aleksei Sample-Kietrys ( <a href="mailto:sec2324@carolinaskeyclub.org">sec2324@carolinaskeyclub.org</a> )
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