

Fall 2023 Edition of

THE
CAROLINAS
BLUEPRINT

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Governor's Greeting



Dear Carolinas District,

I hope you have all had a wonderful first semester of classes and an even better start to the Key Club year! It was great to see some of your faces at the Fall Rally. The energy and excitement truly set the tone for what has already proven to be an incredible year! Hundreds of students from across both North and South Carolina joined us at Carowinds to learn about Key Club, meet new friends, and ride roller coasters! I loved speaking, and singing, in front of all of you and I hope to see everyone again at our District Convention, March 8-10th of 2024.

Over the past months, your District Board has been working hard to provide the best experience for Key Club members across the Carolinas. We currently have a board of 22 Lieutenant Governors committed to providing resources and aiding their divisions. This year at the District Convention YOU have the opportunity to run for Lieutenant Governor to do the same! I heavily encourage any underclassmen to apply, as this is not only an AMAZING experience, but it can also lead to more leadership opportunities later on in your high school career. The Lieutenant Governor position could be a stepping stone to an executive officer position, or even to an International position within Key Club!

Our Lieutenant Governors work hard each month to create newsletters and send out communication to their divisions, so it is important to read through these. You can also visit <http://www.carolinaskeyclub.org/coastline> for newsletters. Make sure you're checking those spam folders as well, because some school districts register our emails as spam. If you are having trouble contacting your Lieutenant Governor, or are not sure who your Lieutenant Governor is, you can feel free to email me at gov2324@carolinaskeyclub.org. It is also possible that your division is not currently assigned a Lieutenant Governor, in which case I, or another executive officer will work with you.

I hope to hear from you soon and I look forward to continuing to work with each of you! Don't hesitate to reach out to me- I am here to help whenever you need it!

Yours in Service,

Liv Perry

Secretary's Summary



Dear Carolinas District,

I hope that everyone is enjoying the 2023-2024 school year! It seems like school just started yesterday, but it was really more like 5 months ago. Since the Fall Blueprint, a lot has changed. Let's go over some of the biggest news in the Carolinas District!

In early October, the Carolinas District hosted the second Fall Rally since Covid-19. It was a huge success and we had over 900 Key Club members attend. Attendees went to Carowinds to learn more about Key Club from the general presentation and the interactive booths and, of course, ride the Fury 325. If you were not able to attend Fall Rally this year, then be sure to mark your calendars for early October for the 2024 Fall Rally!

On March 8th-10th, the Carolinas Key Club District Convention will be held at the Sheraton Imperial Hotel in Durham, NC. District Convention will be a time for Key Club members from all over North and South Carolina to celebrate the amazing year of service behind them. Attendees will be able to vote on a new District Board, run for office themselves, and attend workshops. Registration for District Convention is now open! More information can be found here, and we can't wait to see you there!

In last year's Fall Blueprint we only had 26.3% of the club's in the Carolinas District Contact Information. In the Summer edition of the Blueprint we had 58.6% of the club's contact information. That was already a leap of updated contact information, and I am proud to say that this number has gotten even higher! We currently have updated contact information for 79.9% of the clubs in our district. This is over 3/4ths of the way to having all updated contact information! 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 remaining active. Updated contact information can be submitted here, to help us on our goal to 100% updated contact information.

Be sure to look for emails coming from your Lieutenant Governor. If you are unsure of your Lieutenant Governor, then you can find out that information here. Your Lieutenant Governor will be reaching out to you on a monthly basis with updates from the Carolinas District, plans for service projects and meetings, and newsletters. Lieutenant Governors are the best way for news to be shared directly from the Carolinas District to Key Clubs.

If you have any questions about any of this, please feel free to reach out to me at sec2324@carolinaskeyclub.org and I will be more than happy to help you! I can't wait to see what amazing service projects you all come up with in the rest of this year!

Yours in Service,

Aleksei Sample-Kietrys

Treasurer's Thoughts



Dear Carolinas District,

I hope you all are having a good school year so far! It was great to see so many of you and your clubs at Fall Rally back in October, and I hope to see even more of you at our 79th annual District Convention this March! Registration is now live on the Carolinas Key Club website and more information will continue, so be sure to visit our website and follow our social media to stay updated.

The Carolinas District has made some amazing progress since the start of the year, so here's an update of the district. As of January 10th, 127 clubs, or 65.8% of all active clubs within the district, have submitted dues. Of these clubs, 8 were newly chartered and 5 were reactivated. Additionally, another 36 clubs (18.7%) have confirmed that they are working to submit their dues. This is great progress, but there is still work to be done. 30 clubs have yet to confirm that they will be submitting dues, and we still have many inactive clubs from previous years. If your club has not yet paid dues for this year, please be sure to submit them before February 1st when club suspension will begin. I will also be emailing clubs individually, so be on the lookout for that!

Thank you all for your continued enthusiasm for service and commitment to Key Club! If you need any help reactivating a club, chartering a new one, paying dues, or anything at all, I am more than happy to help. Feel free to reach out to me at any time. It has been a great term working with you all so far, and I'm excited to see what we can do in the rest of the year!

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 our last 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.

I have some numbers I would like to share with you all since my last update in the Summer Edition of the Carolinas Blueprint. With the work of committees, including a brand new first year Social Media and Advertising committee, we have seen lots of progress. Instagram Analytics provides information on accounts following for a 3 month period, and in the past 3 months, since October 5th, over a 17% increase to our Carolinas District Instagram page can be seen. The largest increase occurred in the week of Fall Rally with a massive number of new followers gained due to lots of projects to improve our social media presence around this event. It is my prediction and hope that during DCON this same trend will occur again, and we need YOUR help to promote our socials. Due to our Fall Rally giveaway, accounts reached, which means Instagram accounts that saw our content, in 7 days, increased 2,888% among followers along with a 325% increase among non-followers.

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 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 have had an amazing first semester of your school year and service year! It was absolutely thrilling to be able to see you all at Fall Rally – seeing all of the joyful smiles made my semester! It was also incredibly encouraging to hear all of the interest you all have in UNICEF. This semester is full of so many exciting things and I hope that you enjoy each and every bit of it!

For the Carolinas, Start Strong: Zambia has been a huge success! However, it is not over yet. Throughout this semester, continue to raise funds and awareness for UNICEF. Some effective ideas are a movie night, bake sale, and friendly competitions. Overall, Key Club has raised over \$125,000 for Start Strong: Zambia – and we haven't even received all of the submissions yet! As a District, we raised over \$5000 dollars and I have no doubt that we can raise a ton more over the next semester.

As you may know, Trick or Treat for UNICEF is a fundraising campaign done every year and it is always a great way to raise funds! The UNICEF Champions and International Board are hoping to plan a fundraising campaign for the spring as well. This campaign will heavily benefit the Start Strong: Zambia project as these campaigns have often been huge successes. With that being said, I heavily encourage you to start planning a fundraising event like you would with Trick or Treat for UNICEF. Please be on the lookout for more information about a spring campaign!

On February 7 at 6:30 pm, we will be holding a District Wide UNICEF Webinar! I couldn't be more excited as this is a great way to get together as a District and learn how to spread awareness for an amazing organization like UNICEF. We will get the chance to hear from speakers, learn about the organization and project, and have an open floor for you all to share your experiences with UNICEF and ask any questions you may have. Please be sure to get in contact with your Lieutenant Governor to receive the meeting information. I hope you see you all there!

I hope that you all are extremely excited to see how the Carolinas can impact the Start Strong: Zambia project! I am here to help you anyway that I can! Feel free to contact me at ltggracen@carolinaskyclub.org. I cannot wait to see you all at District Convention on March 8-10!

Yours in Service,

Gracen Barsanti

Fall Rally Recap

Back in October, the district traveled to Carowinds to participate in Fall Rally. With a great program put on by our executive board, amazing booths that were informational and fun, and obviously roller coasters, we had a blast. To check out hundreds of pictures of the event, check out the Carolinas District Key Club Facebook page. We loved seeing you all there and cannot wait to see you all at DCON!

District Convention

Registration is now LIVE! Join us this March for an unforgettable weekend long experience at the beautiful Sheraton Imperial hotel. A weekend full of Key Club spirit, recognition, information, celebration, and FUN awaits you and your club. Your members will have the opportunity to participate in informative workshops, elect the next District Board, and dance the night away at our fan favorite Saturday evening dance. (Closes on February 16th)

Want to run for a position on the District Board? Now is your chance! To discover more about becoming a Lieutenant Governor take a look at the Elections Packet and to complete your application with the Candidate Commitment Form linked on our website

Your club can be recognized by the entire district for it's hard work this past year. From an amazing scrapbook to a wonderful service project that your club completed, there are many chances to win! Take a look at the Contest Packet to see what contests we offer and information about them and enter on the Contest Submission Form (due on March 6th) linked on our website

[Click Here!](#)

Social Media Guide

Your social media can play a massive role in recruiting and retaining members. Here's a breakdown of an Instagram account for you to model!



Highlights:

Highlights are a great way for your club to keep stories up on their page for longer than 24 hours. This is perfect for seasonal recaps or big events



Information About Opportunities

Keep your members in the know with Infographics that catch their eye as they scroll through their feed. You can easily make these on Canva!



Pictures from Events:

What better to put in a club Instagram than pictures of your members serving? Be sure you are frequently posting event pictures between other reminders and graphics



Meeting Reminders:

When you have involved members, they are going to have some pretty busy schedules, and it's normal for them to forget about meetings. Be sure to remind them with cute graphic

Kiwanis Family Structures



This diagram shows our organization's branches which all fall under our parent organization, "The Kiwanis Family".



This diagram shows the structure of Key Club. The largest portion, as seen above, is our members, and then gets smaller as you approach the international level

Club Information

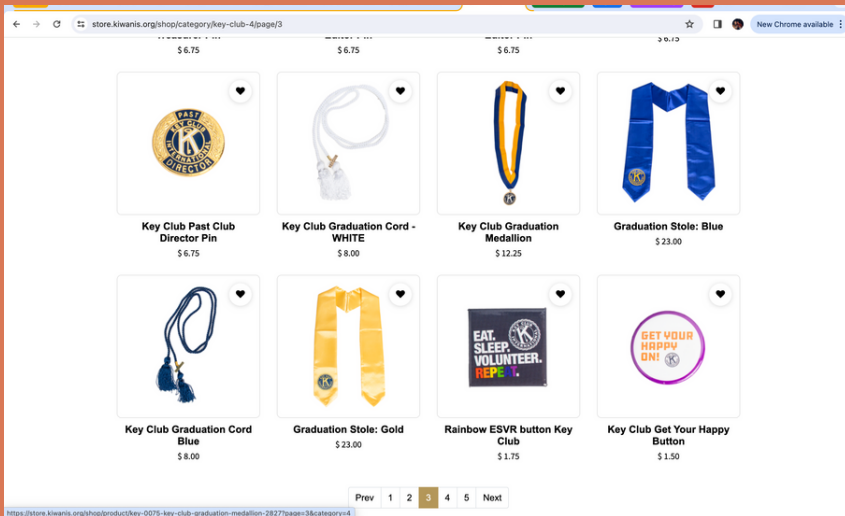
As we're approaching the halfway point of the school year, please make sure your club's advisor and/or president fills out the contact information form, which can be found [here](#). To find the link at the website, look under "Reports" and then find "Club Officer Information Form". Contact information 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

Thank you to all clubs who paid dues by December 1st!

If you didn't pay your club dues, not to worry. If you get your dues in by February 1st, you can still continue as a club without being suspended

Key Club Gear



Represent Key Club with official gear from International's website! To send your seniors off right this year, be sure to check out all of the graduation gear and deck them out for their ceremony in June. The shop also includes Key Club pins, shirts, hats, and much more

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

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!!

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 with any pictures of your club completing the project for the social media post

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.

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.



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!

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

February 7th: UNICEF Webinar @ 6:30PM

February 16th: DCON registration deadline

March 8th: DCON begins!

March 10th: New term begins!

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

Governor:	Olivia Perry (gov2324@carolinaskeyclub.org)
Secretary:	Aleksei Sample-Kietrys (sec2324@carolinaskeyclub.org)
Treasurer:	Shruthi Meenaksh (trs2324@carolinaskeyclub.org)
Editor:	George Powell (2324editorgeorge@carolinaskeyclub.org)
Administrator:	J. Scott Johnson (jscottjohnson@carolinaskeyclub.org)



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