



a guide to
GROWING
YOUR CLUB

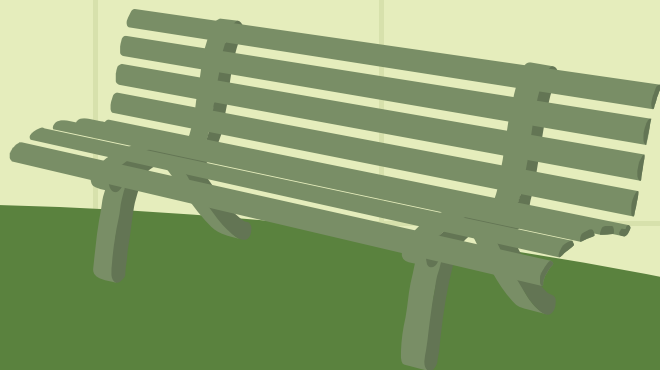


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what is communications & marketing?

The CNH Communications and Marketing committee is made up of 8 Lieutenant Governors, 3 Editors, and a Committee Chair. Together, the committee takes on many different projects in order to help market and promote anything Key Club related. The CM committee created the guide you are currently reading!

OUTREACH

advisors

1. **Reach out** to your favorite teacher! Try to have a teacher that is known to be fun and friendly! Most importantly, try to make sure your faculty advisor will be active.
2. **Find out** who is sponsoring Kiwanis Club and contact them! Try to convince one of their members to be an active Kiwanis advisor.

members

1. **Find members** anywhere on the school campus! Whether it be ASB, sports, other clubs, or regular classmates! Remember to explain Key Club in a way that is engaging.



NETWORK

kiwanis

1. **Establish** close connections with your Kiwanis by attending Kiwanis DCMs and creating conversation.
2. Try to keep your Kiwanis advisor included in communication as much as possible.

members

1. **Develop** bonds with members through social activities like games and icebreakers
2. Including everyone is a must-have, never leave anyone out!

PROMOTE

club rush

Club Rush is the **prime time** to recruit members to your club. In order to make the most of it, make sure to get a good booth, deck out in spirit gear, and pass out literatures/brochures explaining what Key Club is. Make sure to show everyone your Key Club spirit!

social media

Social Media is a great way to **keep your members engaged** and **updated** throughout the year. Make sure to use social media for marketing your club across your school by posting updates on events and aesthetically pleasing flyers. You can also think **outside the box** and participate in trends, create fun social media challenges for your members, or open a club Tik Tok account.

what makes key club special

1. **Highlight** what makes Key Club stand out and what you have to offer!
2. **Introduce** division/region events that provide a chance to meet new people and have fun experiences!
3. **Introduce** Fall Rally, DCON, ICON, and other unique traditions/events Key Club has to offer

examples

1. Club Social Media Accounts (Instagram & TikTok)
2. Club Website
3. Informational Flyers, Graphics, and Stories
4. Newsletters/Pamphlets
5. School Announcements
6. Promote Club Meetings
7. Talk to People!!!

NOURISH

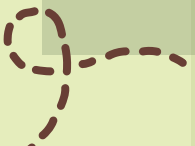


member education

Make sure to be **educating** your members about the different intricacies within Key Club. This will **expose** them to the **impact** that Key Clubbers can make; it'll also show them how large of an organization Key Club really is. You can achieve this through **promoting** Division training events like Officer Training Conferences or referring your members to platforms such as the CNH Cyberkey or Youtube channel.

member recognition

You can also **show appreciation** for your hardworking members by **recognizing** them with awards, such as Member of the Month or Member of the Year! These awards can be presented at general meetings or even at your end-of-year banquet if your club has one.



SERVE



fundraisers

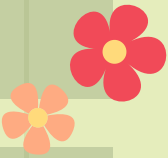
1. **Fundraising** for charity, your club, or any other purpose is a key component of Key Club. Make fundraisers appealing and accessible!
2. **Specify the purpose** of fundraisers and ensure that people know where the money is going towards
3. **Consider** the circumstances. Having fundraisers that suit a certain purpose makes them more appealing.
4. **Examples:** Ice cream fundraisers in the summer, potlucks/parties, asking for donations in exchange for special treats/items
5. Use fundraisers to help alleviate fees, dues, and other financial barriers toward membership!



Creating a strong network for your club can make the biggest difference. The key is to build trustworthy connections and to always be prepared!

service projects

1. **Provide** a variety of service projects for members
2. **Teach** members about the core values of Key Club while creating lifelong memories!
3. **Examples:** creating dog/cat toys, writing cards to children in hospitals, volunteering at food banks, helping out at local festivities, environmental cleanups, and more!!
4. Include virtual service events! Consider accessibility and convenience. Websites like Freerice, Charity Miles, BeanBeanBean, etc. are great ways to open up service to everyone!



socials



1. Ohana is what makes Key Club special!
2. **Incorporate** service, or even fundraisers, as a chance for members to socialize and bond
3. **Plan** interactive events that allow your environment to be warm, inclusive, and welcoming
4. **Examples:** Potlucks, Pizza/Ice cream parties, bracelet making, Color Wars, ice skating, fun games, and more!

QUESTIONS?

make sure to contact...

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