

Eastern Canada District | KEY CLUB

2017 – 2018 Committee Directives

1. MEMBERSHIP DEVELOPMENT COMMITTEE

CO-CHAIRS: Oishee Ghosh, Grace Kuang

The Membership Development Committee is dedicated to membership growth of the District. They will focus on ways to increase membership growth and improve members experience.

COMMITTEE OBJECTIVES:

- Maintain constant contact with committee members and District Governor
- Once a month until end of Key Club term (April)
- Create a monthly report to review the committee's activities
- Membership retainment
- Create and update resources to retain and recruit Key Club members
- Ensure all resources are easily accessible to members
- Assist the Major Emphasis and Service Planning committee to develop the service directory
- Contact Lieutenant Governors to monitor club achievements that can be featured on ECD's publications (Facebook page, Twitter account, website, District Magazine, etc).
- Membership growth - aim to improve relations with French Key Clubbers (Division 8/9/10) and Key Clubbers in Division 11/12
- Work towards achieving 1500 membership District growth goal
- Provide assistance to Key Club and sponsoring Kiwanis Clubs for the Chartering Process
- Work closely with LGs to find potential clubs and members
- Reinforcement of dues payment
- Work closely with District Secretary-Treasurer to contact clubs who have no submitted dues (to avoid receiving the suspended status)
- Access Club Info in collaboration with District Secretary-Treasurer
- Create a monthly report to review the committee's activities

Eastern Canada District | KEY CLUB

2017 – 2018 Committee Directives

2. DISTRICT CONVENTION PLANNING AND ICON COMMITTEE

CO-CHAIRS: Kerissa Franken, Tom Tao

The DCON Planning Committee is tasked with the responsibility to plan and organize various aspects of the District Convention. Members may have to

dedicate time outside of the committee to effectively meet deadlines and complete tasks. In addition, the committee should maintain strong communication with the District Governor, the committee chair, and the District

Administrator through updates and reports.

COMMITTEE OBJECTIVES:

- Maintain constant contact with committee members and District Governor
- Once a month until end of Key Club term (April)
- Create a monthly report to review the committee's activities (submitted by the first of the proceeding month to the Governor)
- Promotion and sponsorships
- Promote DCON and the International Convention
- Encourage member participation in the Contests and Awards at District Convention
- Acquire sponsorship from companies in an effort to fund District Convention
- Recommend and create a guide of possible attractions in the city hosting the District Convention
- Create and carry out DCON marketing plan with District Board members and Communications and public relations committee
- Convention support
- Plan, lead, and run the Meet and Greet during convention
- With the incoming 2017-2018 Lieutenant Governors, form a host committee to welcome and guide participants/guests of the District Convention
- Recommend plausible workshops held
- Create and recommend an appropriate playlist for the dance
- Create a document depicting strengths and possible improvements to the subsequent District Convention

Eastern Canada District | KEY CLUB

2017 – 2018 Committee Directives

3. MAJOR EMPHASIS AND SERVICE PLANNING COMMITTEE

CO-CHAIRS: *Iris, Jennifer*

The Major Emphasis Committee focuses on community service and fundraising. The committee ensures that fundraising is occurring throughout the District. The committee will focus on Sleeping Children Around the World, the District's Major Emphasis project. They will effectively create resources for all members of the District and maintain good communication with the Lieutenant Governors to ensure that the District Project is being fundraised for the end goal of 500 bed kits.

COMMITTEE OBJECTIVES:

- Maintain contact with committee members and District Governor once a month until end of Key Club term (April)
- Submit a monthly report to review the committee's activities (submitted by the first of the preceding month to the Governor)
- Initiate communication with SCAW and follow up at the end of the service year with money raised
- Maintain connections with Sleeping Children Around the World (SCAW)
- Promote District Project and other service partners in collaboration with Communications and Public Relations by creating and distributing promotional material
- Develop a service directory that outlines a variety of service and fundraising projects that can be performed by Key Clubs.
- Encourage member participation in District Project
- Promote grants such as the Youth Opportunities Fund to help clubs fund projects
- Keep track of funds raised by individual Key Clubs for the Major Emphasis Project (through Club Secretary), and announce the total number at the annual District Convention
- Present final amount to SCAW at the end of the year

Eastern Canada District | KEY CLUB

2017 – 2018 Committee Directives

4. COMMUNICATION AND PUBLIC RELATIONS COMMITTEE

CO-CHAIRS: Katie , Jessica

The Communication and Public Relations committee is responsible for numerous promotional events. This may be also include utilizing and maintaining social media outlets specific to Eastern Canada. Additionally, they are to help maintain communication of the entire District.

COMMITTEE OBJECTIVES:

- Maintain constant contact with committee members and District Governor once a month until end of Key Club term (April)
- Create a monthly report to review the committee's activities (submitted by the first of the preceding month to the Governor)
- Manage social media outlets
- Provide up to date and accurate news on social media regularly (Instagram, Facebook page, Twitter)
- Promotion of District Convention and International Convention
- Collaborate with the DCON and ICON Planning Committee to advertise District Convention (update social outlets regularly near DCON dates)
- Collaborate with the DCON and ICON Planning Committee to advertise International Convention (near the end of the term)
- Promotion of Service Partners and Kiwanis Family
- Collaborate with Major Emphasis and Service Planning Committee to create and distribute promotional material for District Project (SCAW)
- Collaborate with Major Emphasis and Service Planning Committee to create and distribute promotional material for District Project (SCAW) Key Club International's preferred charities
- Collaborate with Kiwanis Family Relations Committee to publicize and encourage interactions and activities with the branches of the Kiwanis Family
- Collaborate with Membership Development Committee to highlight achievements of Key Clubs and individuals

Eastern Canada District | KEY CLUB

2017 – 2018 Committee Directives

5. KIWANIS FAMILY RELATIONS COMMITTEE

CO-CHAIRS: Cindy, Katie

The main purpose of the Kiwanis Family Relations committee is to promote interactions between the branches of Kiwanis Family and stay up to

date with Key Club International's service partners. Building strong relations

with the Kiwanis Family creates a stronger and closer bond of trust and guidance. They will create resources to increase awareness of the other branches of Kiwanis.

COMMITTEE OBJECTIVES:

- Maintain constant contact with committee members and District Governor once a month until end of Key Club term (April)
- Create a monthly report to review the committee's activities (submitted by the first of the preceding month to the Governor)
- Create resources to promote other branches of Kiwanis
- Provide up to date and accurate information on different branches of Kiwanis throughout the year
- Make sure it is accessible to *all* members
- Promotion of Service Partners and Kiwanis Family
- Maintain constant contact with other Kiwanis branches Kiwanis, Circle K (especially for graduating club members), Builder's Club, K-Kids, BUG, Terrific Kids, Key Leader, Aktion Club
- Maintain constant contact with Lieutenant Governor
- Remind Lieutenant Governors to work towards the District Goal of four coordinated events with other branches of Kiwanis
- Collaborate with Lieutenant Governors if need be
- Collaborate with Membership Development Committee and Communication and Public Relations Committee to highlight achievements of Key Clubbers and other branches of Kiwanis
- Can be accomplished through mentions in different media outlets (Facebook page, email, newsletters, Instagram, Twitter)
- Keep Kiwanians, especially divisional Chairs and Lieutenant Governors updated on ECD news through a short newsletter

Eastern Canada District | KEY CLUB

2017 – 2018 Committee Directives

6. CONTESTS AND AWARDS COMMITTEE

CO-CHAIRS: Grace, Jennifer

The Contests and Awards Committee is responsible for everything related to the Eastern Canada District's contests and awards. Their tasks involve updating the contests and awards and general promotion for the contests and awards available. They are also expected to be actively involved during the District Convention.

COMMITTEE OBJECTIVES:

- Maintain constant contact with committee members and District Governor
- Once a month until end of Key Club term (April)
- Create a monthly report to review the committee's activities (submitted by the first of the preceding month to the Governor)
- Review and update contest rules
- Ensure all rules and criteria align with Key Club International's contest rules.
- Review all awards currently used by the Eastern Canada District, suggest any changes to the awards list/contest rules, if needed
- With the District Secretary - Treasurer, track the clubs that have received early bird dues status.
- Promotion of Eastern Canada District's contests and awards.
- Work with the Communication and Public Relations Committee to create promotional material
- With the District Webmaster, update sections on the website that provides brief overviews of all contests offered by the District.
- Active involvement before and during the District Convention
- Ensure that all awards received prior to District Convention are organized and forwarded to the District Governor and District Administrator.
- Find hosts for the Talent show for the District Convention
- Review and clarify contest rules and criteria with judges during the District Convention.
- Create certificate for Award Winners

Eastern Canada District | KEY CLUB

2017 – 2018 Committee Directives

7. ELECTRONIC PEN PAL COMMITTEE

CO-CHAIRS: *Yong Da, Rebecca*

COMMITTEE OBJECTIVES:

- Maintain constant contact with committee members and District Governor once a month until end of Key Club term (April)
- Create a monthly report to review the committee's activities (submitted by the first of the preceding month to the Governor)
- Make sure it is accessible to *all* members
- Create google form asking interests available to all members (September)
- assign members from different divisions with similar interests (October)
- have group discussions (more than 2 people)
- facilitate online discussions between selected members
- have members of electronic pen pal committee create group chat with members, start discussion, and leave conversation
- create google response form for participants, to see what went well/poorly
- repeat process in December and February