

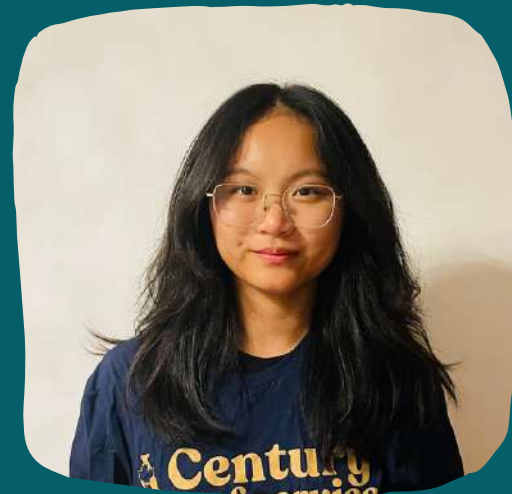
EASTERN CANADA DISTRICT OF KEY CLUB INTERNATIONAL

Membership Handbook

2025-2026



MEET THE COMMITTEE!



Apple Wang
District

Secretary-Treasurer

Hey ECD! My name is Apple and I am the District Secretary Treasurer of Eastern Canada. We are so excited to see what your clubs accomplish this year! We hope that the resources in this package will guide you throughout your service journey! Feel free to reach out if you have any questions :)



Magela McMullin
LtG of the Capital
Division

Hi ECD! My name is Magela and I hold the honour of being the LtG of Division 8/9/10. As part of the Membership, Development, and Growth Committee, I hope to help improve the KEY Club experience by strengthening and growing the ECD Family!



Ana Cebic
LtG of the Thundering Waters
Division

Hey ECD! My name is Ana and I'm the LG of Thundering Waters: also known as Division 4. We, as the Membership, Development, and Growth Committee work to ensure that this Key Club year is successful and full of new members. Don't forget that we're here to help!

I'M YOUR DISTRICT GOVERNOR!

Hello Eastern Canada Key Clubbers, My name is Hayel Abu-Hamdan and I am proud to serve as your 2025 / 2026 Eastern Canada District Governor.

Over the past few years, I've had the opportunity to work with passionate and committed members across our district and international, and I've seen first-hand the impact Eastern Canada can make within our district and beyond. Key Club isn't just a club, it's a movement. It has given me a community, lasting friendships, and a platform to lead with purpose. Now it's my turn to give back, and I'm ready to push our district forward.

This year we're not staying comfortable. We will raise our standards, elevate club spirit, expand service initiatives, and strengthen interdivisional collaboration. Our district has always had the potential to lead, and this year, we're going to show it, not just within Eastern Canada, but across Key Club International. My door is always open. If you have an idea, a concern, or even just want to connect. Together, we'll make this an unforgettable year for our district and for Key Club around the world.



Yours in service and leadership,
Hayel Abu-Hamdan
Eastern Canada District Governor
Key Club International

CONTACT ME:

governor.ecdkeyclub@gmail.com
[@itz.hayel](https://www.instagram.com/itz.hayel)

MEET THE 2025 - 2026 BOARD!



Cherri Xiao
District Executive Assitant



Fiona Le
District Editor



Fiona Chen
Webmaster



Dabi Kennedy
DELC Chair



Adrielly Neves
LtG of the **Great Lakes &
Grand River** Division



Rhian Diatre
LtG of the **Maple Leaf**
Division



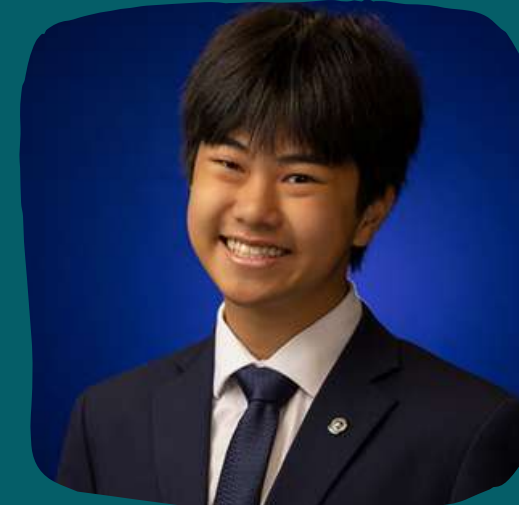
Leoni Lam
LtG of the **High Tides &
Rocky Shores** Division



MEET THE 2025 - 2026 BOARD!



Firma French
District Administrative



McCarty Lang
International Trustee



Daniel MacDonald
District Administrative
Assistant



Hayel Abu-Hamdan
Eastern Canada
District Governor



OUR DISTRICT MASCOT: PENNY!



Howdy, I'm Penny!
Beside from being the ECD mascot, I am a passionate volunteer, a four times national champion at maple syrup guzzling, and a polar bear (if you haven't noticed).

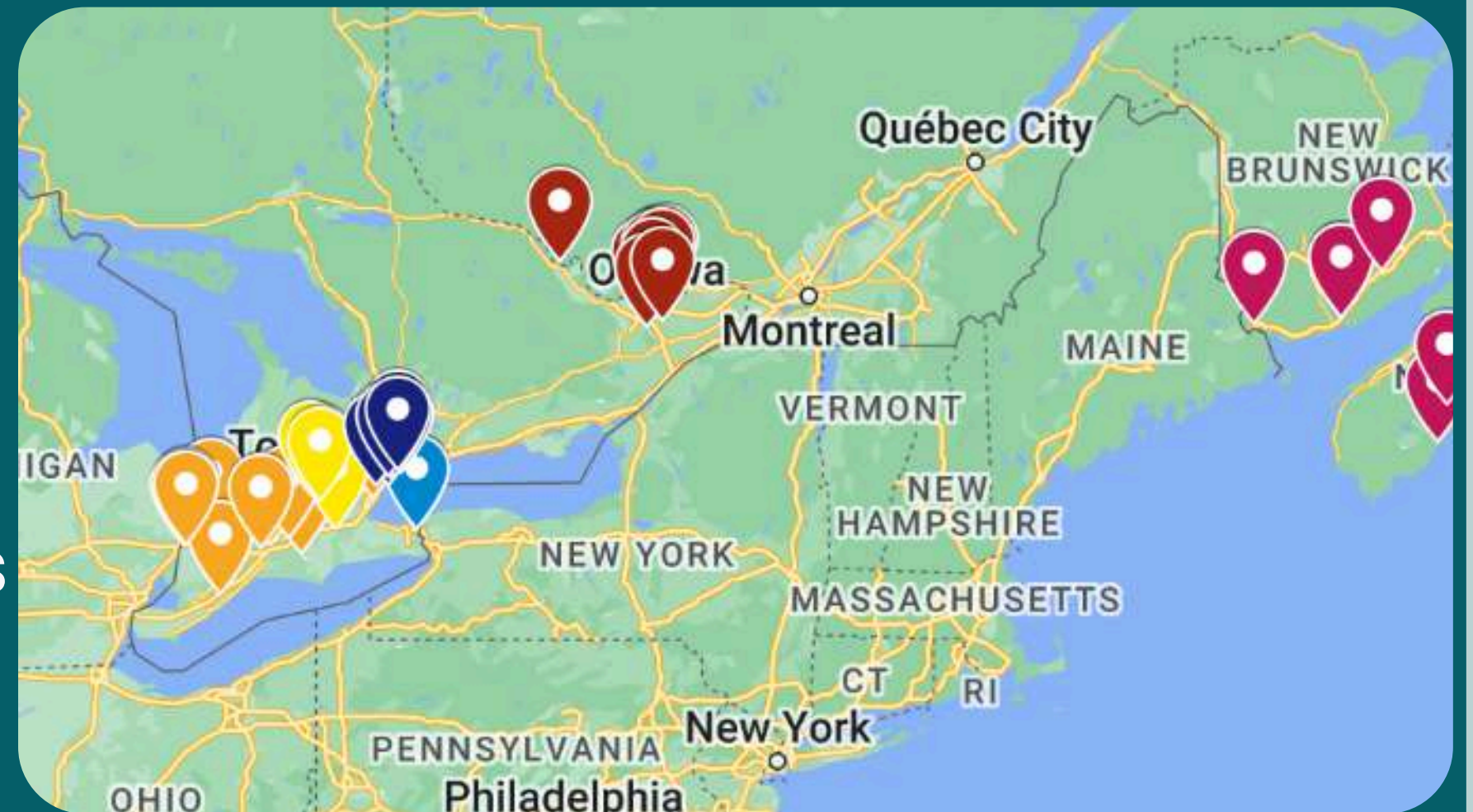
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EASTERN CANADA DISTRICT KEY CLUB

Division 2/3 : Great Lakes & Grand River
Division 4 : Thundering Waters
Division 5 : Maple Leaf
Division 8/9/10 : Capital
Division 11/12 : High Tides & Rocky Shores

Divisional Listing



Chartering 101



PROCEDURES:

- 1.FIND A SCHOOL INTERESTED IN STARTING A KEY CLUB
- 2.**FIND SPONSORING KIWANIS CLUBS** – *optional but beneficial*
- 3.FIND AN ADVISOR
- 4.PAPERWORKS
- 5.MEETING
- 6.CLUB REGISTRATION CHOICE AND PRICE FUNDING
- 7.SEND IN ALL YOUR PAPERWORK AND FUNDS

****YOU NEED AT LEAST 15 MEMBERS TO OFFICIALLY CHARTER YOUR CLUB.****

FIND WAYS TO INVOLVE OTHERS. PUT UP POSTERS, ANNOUNCEMENTS, OR INSTAGRAM POSTS ON YOUR SCHOOL'S PAGE.

CONSIDER: WHO SHOULD YOU RECRUIT FIRST? HOW TO GET PEOPLE ATTENTION AND PARTICIPATION?



CHARTERING: THE PROCEDURES OF STARTING, CREATING AND RUNNING A KEY CLUB THAT IS RECOGNIZE BY THE KEY CLUB INTERNATIONAL



Tips and tricks on club chartering can be found on our 'How to Charter a KEY Club' slide deck OR our 'Chartering Guide' linked below!

[Chartering Guide](#)

Yearly Outline



FALL - SEPTEMBER TO NOVEMBER



Pay your dues!

Dues are what keep ECD running for the year! It help pays for Key Leader to DELC.

You can help decrease the cost by:

-Fundraising ->

~ Bake Sales, Coffee House, etc.

- Find A Sponsor ->

~A Kiwanis Club/Kiwanian, a Non-profit organization, community groups, etc.

Memberships!

- Make posters
- Daily Announcements
- Show off your merch
- Social Medias posts showing all the cool things your club did and are doing
- Key Club Spirit!

Create reasons why members should love Key Club (there's a lot beside the volunteer hours)



Early Bird Award!

Get members to pay their dues before November 1st to bring home a patch for your Key Club banner.



YOF!

Apply for a grant!

First Cycle - October 15th

Second Cycle - March 1st

[Learn more](#)

WINTER - DECEMBER TO FEBRUARY



Work on District/Divisional Service Project!

Ideas for a fundraiser/charity include:

- Miracle Minute
- Mason Jars In Classroom
- Bed Race
- Sales

If it's a event:

- Promote it
- Advertise to EVERYONE
- Use your social media pages



Want to be part of the ECD board?

Research the different roles you can apply for and which best align with your interests. For reference, here are something you need to consider before running for any positions:

1. Prepare your application (**do not wait until last minute**)
2. Prepare your speech for DELC
3. Think about why you deserve to be on the Board

Double Check Dues Payment!

Make sure everyone **paid their dues**. They will ***not*** be consider a Key Clubber if they did not pay their dues.

Start your YOF Plan!

Your grant should had arrived. Start your project! Don't forget to keep a **detailed record** of what happened!

SPRING - MARCH TO JUNE



DELC ~

District Educational Leadership Conference

This is an event when every club within the District comes together, has fun, does service projects, and does what Key Clubs do best! This is also when the **next board members** are voted on.

More details to come so stay tuned!

Registration starts early January



SUMMER - JUNE TO AUGUST



Solo Summer Service!

What to do?

- Start early
- Promote it!
- Do it with anyone (friends & family)



Plan for the new Service Year

Create a schedule on what will happen within your club?

- First meeting
- Fundraiser Ideas
- Volunteer events
- Important Division and District Dates



DLTC!

Sign-up for DLTC, also known as the **District Leadership Training Conference**, an event that explains and helps you understand everything expected of your role.

This is a **mandatory event for all clubs' executives to attend.**

Reach out to your LtG or Faculty Advisor for information!

Goal Setting

SMART GOALS



SMART Goals

SPECIFIC

A clear idea of what you want to achieve.

MEASURABLE

Ensuring that you can track your progress.

ACHIEVABLE

Your goals are attainable, based on the resources and skill sets you and your team have.

RELEVANT

Verifying that your goals will actually be helpful in accomplishing a task.

TIME BOUND

Creating realistic deadlines to ensure the completion of a task.

QUESTIONS TO ASK WHEN SETTING GOALS

SPECIFIC

What do I want to accomplish?

Why is this goal important?

RELEVANT

Is this the right time to set this goal?

Does this goal seem worthwhile in the long run?

ACHIEVABLE

What limits are involved with this goal?

Is it within my abilities to achieve the goal?

MEASURABLE

How much time will this task take?

What progress have I made?

TIME BOUND

When should the task be due?

Is this a realistic deadline for my schedule?

How do you achieve your goals?

CREATE STEPS

Having a detailed plan of execution is essential to achieving a goal . Creating small steps to get you to your goal means splitting the work, creating a timeline and deadlines. It is also extremely important that your team gets the contact information of advisors who can help with tasks that you don't have access to easily.

ASK QUESTIONS

Clarifying doubts ensures that you are engaging in the planning process, It will keep you organized and prevent hitting a roadblock the night before your task is due. This will also bring light to lesser known priorities, allowing everyone on your team to get an idea of the big picture. This will enable a smooth execution of your plan.

ASSIGN ROLES

Make sure to divide up the tasks based on your members' strengths. Every member on your team has skills to offer. Use it! This ensures that most aspects of a goal will be completed in the best way possible. You can work on the task alone, or alongside someone who has similar skill sets as you, in order to divide up the workload.

TEAM CHECK

Once you have a plan, it is crucial that your team is meeting the requirements and deadlines. Check in with them! Establish a strong mode of communication within your team by creating group chats. If someone is struggling to complete a task, find out how you can help them, to ensure that you are still able to make the due date.

Achieving Goals Checklist

Answering these questions with specific answers will help you accomplish your goals:

- 1 ARE OUR GOALS SMART? WHAT ARE WE MISSING?
- 2 WHAT IS OUR PLAN OF ACTION? DO WE HAVE A TIMELINE?
- 3 WHO IS IN CHARGE OF EACH ASPECT OF THE EXECUTION PLAN?
- 4 ARE WE MEETING THE DEADLINES? WHO NEEDS EXTRA SUPPORT?



Achieving Goals



Meeting Guide

RUNNING A SUCCESSFUL MEETING



Pre-Meeting Preparation

MEET WITH YOUR
EXECUTIVE TEAM &
ADVISORS AT LEAST
A WEEK IN ADVANCE

DISCUSS THE WHO,
WHAT, WHEN, WHERE
AND WHY

CREATING A
SLIDESHOW TO BE
USED DURING THE
MEET AND
GATHERING ANY
RESOURCES NEEDED

GIVING YOUR
GENERAL MEMBERS A
BASIC IDEA OF THE
MEETING THROUGH
AN AGENDA IN
ADVANCE

During the Meeting

MEMBER ARRIVAL

Take attendance of members as they start walking in. Give them a chance to mingle and catch up with others.

REASON FOR MEETING

Once you start the meeting, let your members know why they're here and the main purpose behind the meeting.

GET TO WORK

Let your members dive right into the task, no time to waste! Give instructions and guidance as needed.

SUMMARIZE

At the end of the meeting, track the progress made and let your members know of any other important information. Adjourn the meeting!

Post-Meeting Reflection

REGROUP & REFLECT
WITH YOUR
EXECUTIVE TEAM &
ADVISORS

POST ANY HELPFUL
RESOURCES FROM
THE MEETING FOR
MEMBERS TO ACCESS

DISCUSS WHAT
WORKED WELL &
AREAS FOR
IMPROVEMENT

GIVE YOURSELF A PAT
ON THE BACK FOR
ALL YOUR HARD
WORK AND A GREAT
MEETING!

Motivating Meetings

It is extremely important that your members feel valued for their hard work. Here are some ways to keep them motivated:

Do not overwork them!
Provide snacks and short breaks.

Praise them for a job well done!
Provide small incentives such as gift cards.

Host game days! A chance for members to get to know each other on a personal level.

Give the members a chance to voice their opinions and listen to feedback.

Pre - Meeting Checklist

Ensuring that you have clear answers to the following questions will help with your planning process:

- 1 WHEN IS THE MEETING WITH THE EXECUTIVE TEAM AND ADVISORS?
- 2 HAVE WE DISCUSSED THE WHO, WHAT, WHEN, WHERE AND WHY?
- 3 DO WE HAVE A SLIDESHOW TO PRESENT AT THE MEETING?
- 4 HAVE WE SENT OUT A BASIC AGENDA TO THE MEMBERS?

Post-Meeting Checklist

Ensuring that you reflect honestly to the following questions will help you make improvements to your future meetings:

1

DO MEMBERS HAVE ACCESS TO INSTRUCTIONS
AND OTHER HELPFUL RESOURCES?

2

DID WE FORGET TO MENTION ANY
IMPORTANT INFORMATION?

3

WHAT ASPECTS OF THE MEETING WENT
WELL OR BETTER THAN EXPECTED?

4

WHAT ARE SOME AREAS FOR IMPROVEMENT
FOR OUR NEXT MEETING?



Meeting Examples

Publicity & Marketing

GAINING OUTREACH



Why is marketing important?

1

RAISES AWARENESS

Helps your members know about upcoming events and projects, ensuring a high attendance number.

2

RALLIES SUPPORT

Other organizations who care about the same causes can help sponsor events and have a major impact in your community.

3

INSPIRES OTHERS

Posting about your service motivates others to step up and take action, starting a chain reaction that with like minded individuals.

Marketing Plan

FIGURE OUT THE
DETAILS OF WHAT
YOU ARE POSTING
(EVENT, DATE AND
TIME)

IDENTIFY YOUR
TARGET AUDIENCE
AND FIND A
SUITABLE POSTING
PLATFORM

CREATE A DEADLINE
TO HAVE YOUR
GRAPHIC
COMPLETED BY &
GET TO WORK!

ASK YOUR TEAM
FOR FEEDBACK,
MAKE CHANGES
AND POST IT ON
YOUR SOCIAL MEDIA
ACCOUNTS

Marketing Platforms

INSTAGRAM POSTS/STORIES/REELS



GOOGLE CLASSROOM



FACEBOOK POSTS/STORIES



WEBSITE



SNAPCHAT STORIES



POSTERS AROUND SCHOOL/COMMUNITY



TIKTOK POSTS/STORIES



ANNOUNCEMENTS



Marketing Checklist

Answering these questions will help with the marketing plan process:

- 1 DO WE KNOW THE DETAILS OF THE GRAPHIC THAT HAS TO BE MADE?
- 2 WHO IS OUR TARGET AUDIENCE AND WHAT PLATFORM DO THEY USE THE MOST?
- 3 WHEN ARE WE STARTING THE GRAPHIC AND WHEN IS IT DUE?
- 4 HAVE WE MADE CHANGES BASED ON THE FEEDBACK?

CHRISTMAS
Party

Join us on Monday for our last meeting of 2021, and xmas party! It'll be tons of fun with games and treats for everyone to enjoy! Can't wait!


Healthcare Aide Day Highlights

Introducing the Governors Service Project!




Clean up time!
TRASH PICKUP
On May 16 the keyclub will be going around the school picking up trash. Join us to gain volunteer hours!!

NOT JUST THIS DAY, BUT EVERYDAY.

Be Strong
Be Independent
Be Bold
Be Passionate

THE EASTERN CANADA DISTRICT BOARD PRESENTS
ECD MEMBERSHIP TASK FORCE

ECD MEMBERSHIP TASK FORCE WEBINAR

DATE/TIME:
MONDAY, SEPTEMBER 5TH AT 5:00 PM (EST)

ABOUT THE WEBINAR:
DISTRICT GOVERNOR MARIA WHEELER AND EXECUTIVE ASSISTANT EMILY HAVEL ARE GOING TO HOLD A WEBINAR FOR THOSE THAT ARE UNSURE ABOUT APPLYING TO THE MEMBERSHIP TASK FORCE OR HAVE ANY QUESTIONS ABOUT THE TASK FORCE AND ITS ACCOMPANYING RESPONSIBILITIES. THIS IS A GREAT OPPORTUNITY TO GAIN A BETTER UNDERSTANDING OF HOW IT WILL RUN AND IF YOU FEEL LIKE YOU WOULD LIKE

ICON REGISTRATION IS CLOSED
Virtual ICON registration goes until June 15th

VIRTUAL ICON

Positions



PRESIDENTS

RESPONSIBILITIES:

- LEADING AND ORGANIZING THE CLUB AS A WHOLE (EVENTS, INITIATIVES, GOALS & PLANS, MEETINGS, ETC)
- GROWING AND DEVELOPING MEMBER ENGAGEMENT THROUGHOUT THE YEAR.
- EXECUTING EFFECTIVE PROJECTS WITH DEVELOPED GOALS AND PLANS TO RAISE THE MOST MONEY AND AWARENESS.

SECRETARIES

RESPONSIBILITIES:

- KEEP RECORD OF ALL SERVICE HOURS FROM CLUB PROJECTS
- CONDUCT AND RECORD MEETING MINUTES FOR LATER REFERENCE AND TIMELINING/PLANNING
- WORK CLOSLEY WITH THE EXECUTIVE TEAM TO PLAN AND ORGANIZE CLUB EVENTS/FUNDRAISERS

TREASURERS

RESPONSIBILITIES:

- SET AND ORGANIZE ALL BUDGETS FOR KEY CLUB YEAR AND EACH INITIATIVE
- KEEP ACTIVE CONTACT WITH SPONSORING CLUBS FOR FINANCIAL NEEDS AND REQUEST
- RECORD EFFECTIVE TRANSCRIPTS OF ALL FINANCIAL TRANSACTIONS AND DUE PAYMENTS DURING THE YEAR

BULLETIN EDITORS

RESPONSIBILITIES:

- ESTABLISH RECOGNITION FOR THE CLUB IN THE COMMUNITY AND ITS DISTINGUISHED MEMBERS
- CREATE DIGITAL MATERIAL (POSTS, POSTERS, ETC) AND PUBLIC ANNOUNCEMENTS FOR PUBLICATION AND SHARING
- HAVE REGULAR UPDATES ON SOCIAL MEDIA AND TO MEMBERS

Service



SERVING YOUR COMMUNITY



BECOMING LEADERS THOROUGH OUR HANDS AND MINDS

SERVICE IS THE ACT OF GIVING YOUR TIME, ENERGY AND SPIRIT TO OTHERS. THIS CAN BE MEMBERS OF THE COMMUNITY OR CERTAIN CAUSES THAT YOUR CLUB IS PASSIONATE ABOUT. SERVICE IS BEING AN ADVOCATE FOR A CAUSE THAT YOU ARE PASSIONATE ABOUT. SERVICE IS SUPPORTING PEOPLE WHO NEED IT MOST. SERVICE IS ACTIVELY GIVING EFFORT TO BETTER YOUR COMMUNITY AND THE WORLD. SERVICE IS INITIATING CHANGE.

HOW TO CHOOSE A SERVICE PROJECT

ADDRESS YOUR COMMUNITY'S NEEDS

Properly research the charity(-ies) or cause(s) you would like to support. Some causes require only proper awareness and media coverage while others require financial aid from others. Knowing your topic lets you find the best solution.

BRAINSTORM WAYS TO ADDRESS AN ISSUE

Once the issue is found and understood, it is up to you and your executive team to figure out the best course of action. Outline the basic end goals you would like to and work backwards to trace the path you need to take to reach this goal.

PLAN INITIATION

Now that you know the steps to get to your destination, find what material you need to get there and who you would like to go there with.

HOW TO IDENTIFY AND HOST A SERVICE PROJECT?

MEETINGS AND GROUP IDEA SESSIONS

Planning regular meetings for your projects is the best way to:

1. Keep everyone on the same page
2. Progress along with your project
3. Share all of your feedback and improve with it
4. Allow more members to join and help.

HOSTING THE PROJECT

Part of hosting a project is having meetings to share each of your members progress, in advertisement, donation collection, and participant feedback. Another aspect is to create systems to track everyone's progress and as for additional help/resources from your volunteers when needed (i.e. more IG posts, a PA announcement at school, etc).

PROGRESS. RESULTS. REFLECT. EXPLORE.

During the project, you should track 1) the amount of hours each member took to volunteer, 2) how much time was needed to each task (IG post, poster, PA announcement, etc), 3) how much money is being raised and by who, 4) what methods and process worked best for you. With this data, a proper reflection can be done to get a better start for your next venture.

Tips for a Successful Service Project



WHEN BRAINSTORMING WAYS TO ADDRESS AN ISSUE

If your goal is for better awareness, highlight the topics that are being hidden by the general media. If your goal is to raise money, calculate a reasonable amount of money each of your Key Club members can reasonably raise on their own (25 members raise \$25 each (\$5 from 5 family members) = \$625)

WHEN PLANING THE INITIATION

What kind of advertisement do you have to make? How many members do you need? How much money can they raise each? Do you need to distribute any flyers or posters? Will you need to collect anything from any neighborhoods? Who/How will you collect donations.

KEY CLUBBER = VISIONARY

Always keep an eye out for an obstacle or barrier your community faces. Remember, a group of student leader can achieve anything they set their hearts to.



SERVICE TO & FOR = LEADERS

Again, serving your community is something incredibly powerful. By dedicating your time to serve, you are inspiring other generations of Key Clubbers to do the same!



SERVICE ALL AROUND

A large part of Key Club is leadership. Anyone, member or President, has a voice in KEY Club and can lead/bring up a service idea they would like to address. Promote for every KEY Clubber to aspire to think bigger and inspire others to help make the positive change we all want to see in our communities.

ADAPT, ADAPT, ADAPT

Service is always needed and looked for in a community. Especially post COVID-19, adapting to the environment community building are vital to spreading positivity across our district.

Funding



YOUTH OPPORTUNITIES FUND

PURPOSE

YOF grants can help you take action. Look around and identify the service that needs to be done in your school, community or the world. Then apply for a grant.

TIMELINE

The application deadline for the first cycle is October 15 at 11:59 p.m. EST.

The application deadline for the second cycle is March 1 at 11:59 p.m. EST.

GRANT AMOUNT

Grant may request between \$250 to \$2000 USD.