

Key Leader monthly update – November edition

Key Leader monthly update is sent to the following recipients: Key Leader district chairs, Key Leader site coordinators, Key Leader student ambassadors and Key Leader lead facilitators.

Encouraging words sent to local Kiwanians

I can't thank you enough for the support you give to our Fontana Key Clubs! My students were all beaming with joy and excitement today! Early this morning they were eager to come tell me about their weekend at Key Leader Camp and ecstatically they recounted detail after detail about their weekend. Each student was transformed as they learned the value of being leaders in their school and community. They acknowledged their shortcoming and each expressed with such enthusiasm the desire to change, be involved, be leaders, and be a community. Unanimously they expressed this weekend event was life changing and they all stood up today during our club meeting with tears in their eyes sharing with all the members how significant this leadership camp was and how they wish every student had been able to have learned what they learned and to have been impacted as they were impacted. Without Kiwanis providing scholarships for these students, there is no way our students would have been able to attend such an event and please know you made a difference in the lives of 5 AMAZING Fontana High School students who will remember this event for the rest of their lives! I know Key Club taught me so much 10 years ago, when I was a timid club president who learned so many leadership skills that I continue to apply to my life today. THANK YOU for all that you do and please know that all your labor and support is not in vain.

*With deep gratitude,
Natalie Marquez
Anatomy & Physiology, Chemistry Teacher
Key Club Advisor
Fontana High School*

2017 Rates and Fees

The 2017 base rates will be the same as in 2016. The enrollment fee is US\$250 with a US\$25 scholarship for Key Club members. For Canadian events, the rate is C\$280 with the same discount available. The late fee of \$25 will be assessed one week before an event. The rate for student facilitators remains at US\$175 and C\$196; adults who are not comped are US\$115/C\$118. Each event will still have 10 adults comped from the KI Budget as chaperones.

District volunteer training conference -- Deadline November 21

Who: District chairs or site coordinators who have been appointed in the last two years. The current invite list is attached. **If there is a question mark, please let us know the district's plans to send a district volunteer or not.**

Where: Indianapolis, IN -- Drury Inn and KI office

When: February 10-12, 2017

How: With approval from the district governor, email [Dick Peterson](#) to receive the registration link which will be sent in early December.

Year-round promotion and marketing

As fall events conclude and spring events continue their preparations, marketing continues to be a very important topic about which many volunteers ask for more tips and tricks. Below are some easy ways to continue your marketing efforts throughout the year.

- Working with the ambassador -- If the district you serve has an ambassador, be sure to create a plan for how you will work together to promote the program. They can be a great resource to take advantage of social media marketing opportunities.
- Ordering materials -- There are posters available to you to post in high schools. You can order them using the attached order form.
- Using evaluation for testimonials -- Students telling other students their story about Key Leader is a very powerful marketing tool. To that end, use the stories found in the evaluations of your camp to market your next event.
- Using the picture -- In terms of social media, the group photos are getting much traction. Using the group photo and photos from the event are a great way to get more people seeing themselves participating at your event.
- Present at mid-winter and spring events -- Presenting at these events can be super effective in attracting attendees to Key Leader. There is a [pre-made presentation](#) and facilitation notes for you to use if you'd like. If possible, use a past participant to help present this session. Collect the names and emails of the attendees at your session so you can email them the registration link after the event.

Reminders

- **Returning supplies:** Please be sure to return supplies at the end of your camp regardless of you having another camp in the same district.
- **2017 dates:** Listing [published here](#). It will be updated as events are added this fall and winter.