

NEW JERSEY KEY CLUB

DISTRICT HANDBOOK

LEADERSHIP | CHARACTER BUILDING | CARING | INCLUSIVENESS



Written by the 2024-2025 New Jersey District Board
Compiled and Edited by District Secretary Abigail Lee

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About the District Handbook

The District Handbook is created to help members learn more about New Jersey Key Club. Written by the members of the 2024-2025 District Board, this handbook contains information about our leadership, structure, events, and resources.

We hope this handbook supports you in running your club effectively and offers insight into the statewide impact of New Jersey Key Club! Thank you for all of the hard work you put into bettering your community.

Yours in Caring and Service,
Abigail Lee
New Jersey District Secretary 24-25

Executive Introductions

Governor Introduction

Hello New Jersey Key Clubbers!

My name is Justin Chen and I have the immense honor to serve as the New Jersey Key Club District Governor for the 2024 - 2025 service year. I attend Morris Hills High School in Division 16 and have been a part of Key Club since my freshman year of high school. Key Club has taught me valuable leadership and communication skills, along with the positive impact of serving my community. Key Club has also allowed me to nurture new relationships with my peers and learn about different communities around the state. During my Key Club Journey, I have served as a Club Vice President, Lieutenant Governor, and now your District Governor.



During my term, I hope to strengthen the relationship between the district board and our Key Clubs. To accomplish this goal, I aim to put an emphasis on recognizing members of New Jersey Key Club. There are so many Key Clubbers across the state that go unnoticed and should be recognized for their work. This year, I also aim to strengthen our district membership by increasing the number of Key Clubs in New Jersey. I will accomplish this by working with our Membership Growth and Reactivation Committee to charter new clubs in each division and aid those in need of reactivation. In addition, New Jersey Key Club will be working on finding new ways to share information with you all. We intend to diversify our outreach with social media and an updated website with accurate resources. Improving access to resources will better the relationship with all clubs and allow Key Clubbers to be more engaged with the district overall.

I am truly honored to serve as the New Jersey Key Club District Governor this service year and cannot wait for what the future holds. If you have any questions or concerns about Key Club, please feel free to reach out to me or anyone on the NJDB :)

Yours in Caring and Service,

Justin Chen

Justin Chen
24-25 District Governor

Secretary Introduction

Hello New Jersey Key Club!

My name is Abigail Lee and I am honored to serve as your District Secretary for the 2024-2025 service year. I am currently a junior at Fort Lee High School. I joined Key Club in my freshman year and served as a lieutenant governor throughout my freshman and sophomore year. In this position, I trained 65 officers across 11 schools and chartered 3 new clubs in my division. I also was the chair of the Kiwanis Family Relations committee which allowed for me to gain a deeper understanding and appreciation of the other branches of Kiwanis as well as the relationships that are so vital when cultivation change. Towards the end of my sophomore year, I ran to be district secretary which is where I am today.



This year, I will work to streamline organization for both the New Jersey District Board as well as clubs throughout the state alike. Through producing various publications, meeting minutes, and resources, I will strive to bring secretaries all around the state the tools they need to best serve in their clubs. I hope to work closely with all officers throughout my term, especially because meeting and serving with you all is the reason I am so passionate about this organization.

Key Club has been such an incredible experience for me and an extremely influential part of my time in high school. It has taught me how to love service, love who I am serving alongside, and love who I am serving. From home clubs to the international level, I have had the privilege of seeing the impact we all can have in bettering our homes, schools, and communities.

Thank you for entrusting me with this role. I hope that this handbook serves you well and that you are able to gain valuable insight from the words of this year's New Jersey District Board members. If you have any questions, please feel free to contact me at alee@njkeyclub.org!

Yours in Caring and Service,

Abigail Lee
24-25 District Secretary

Treasurer Introduction

Dear New Jersey Key Clubbers,

Hello! My name is Rashi Jakhotiya, and I'm a rising senior at Secaucus High School. I'm extremely excited to be your 2024-2025 District Treasurer.

I had joined Key Club in my freshman year and since then I've made a bunch of unforgettable memories and friends. Key Club has really taught me the importance of giving back to my community and I am so grateful for it. Since my journey in Key Club I've served as my club's secretary and vice president and on the district level a LTG-At-Large and LTG for Division 13. Learning how to interact with all the clubs on a district level and working alongside last year's treasurer, has allowed me to come up with ambitious goals for this next service year!



This service year, as the Membership Growth and Reactivation Committee Chair, I want to increase membership to 11,500, with the intention of 1 new club in each division comparison of 20-30 members. To achieve this goal, I will first be starting on increasing communication with the clubs we already have, by connecting with them through the Google Classroom I have already created (code is 2wzcrrh if you haven't joined already)! Furthermore, I will be sending out weekly dues reports to the entire District Board along with weekly newsletters, to update our board or answer any questions they may have.

I'm extremely grateful for this opportunity granted to me by the entire NJ Key Club and I hope that I can live up to all of your expectations. I hope to see you all at Fall Rally, DECON and other Key Club events and I can't wait to make this service year even better than the before! As always if you have any questions please don't hesitate to reach out to me!

I'm truly grateful for the opportunity to be your District Treasurer this service year, and I'm beyond excited to serve New Jersey Key Club. Feel free to contact me any time with questions or concerns, and I'm looking forward to a successful year together!

Yours in Caring and Service,

A handwritten signature in cursive script that reads "Rashi J.".

Rashi Jakhotiya
24-25 District Treasurer

Editor Introduction

Hello NJ Key Clubbers!

My name is Harshini Asokumar and I am honored to be serving as your District Editor for the 2024-2025 service year. I am a rising Junior at JP Stevens High School and my journey with Key Club began my freshman year. From the very beginning, Key Club has been an extraordinary experience, filled with opportunities that have shaped me in countless ways. Each meeting, event, and service project has been a chance to learn, grow, and give back to my community. Key Club has allowed me to forge meaningful connections, which I am eternally grateful for. Beyond Key Club, I also adore writing poetry, reading a fiction or mystery book, dance, and going on hikes with my dog!



I had the pleasure to serve as Lieutenant Governor of Division 12 last year and now I have the privilege of representing you as the District Editor! In my role as District Editor, I am fully dedicated towards ensuring resources and opportunities are accessible to club members and effectively communicated. One of my main goals for this year is strengthening connections between club members and the state board as well as increasing outreach! I wish to open many doors for success in everyone's Key Club journey, through elevating our Instagram presence/engagement even more, and through many promotional resources like the upcoming New Jersey Press Kit!

I am truly so grateful to serve as your District Editor this service year! If you have any questions or concerns, I am happy to answer them, whether in your role as a club editor or in any other capacity. Do not hesitate to reach out to me through email. I eagerly look forward to the opportunity to meet each one of you at Fall RTCs and Fall Rally!

Yours in Caring and Service,

Harshini Asokumar

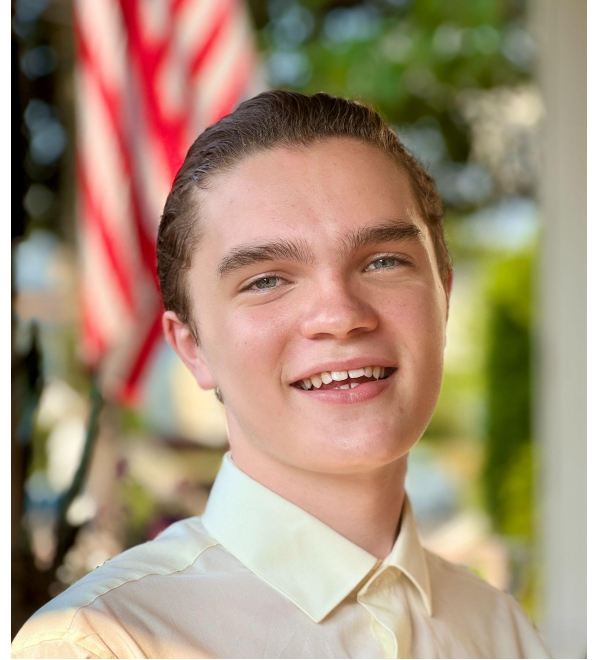
Harshini Asokumar
24-25 District Editor

Webmaster Introduction

Hello, New Jersey Key Club,

My name is Aidan Heaney, and I am honored to be your District Webmaster for the 2024-2025 service year. I am currently a senior at Bloomfield High School in Division 19. My journey with Key Club began in my sophomore year, and I served as my home club's webmaster during my junior year. Key Club has allowed me to meet dedicated and passionate individuals, and I am immensely grateful for all the opportunities it has provided, including every service, leadership, and community activity I've experienced.

Beyond my Key Club involvement, I'm passionate about 3D design, CAD modeling, and 3D printing. I also dive into JavaScript programming and Material Design/Engineering. When I'm not working on tech projects, I enjoy reality TV shows like Big Brother, Survivor, The Traitors, and The Amazing Race.



A significant part of my life is my advocacy for deaf and hard-of-hearing children. As a deaf individual, I understand challenges such as using hearing aids and lip-reading, which drives my commitment to support others facing similar experiences as me.

As the District Webmaster, my primary goal is to ensure consistent updates on the New Jersey Key Club website throughout the service year. The website will act as a central hub, offering a wide array of essential resources from our district and its committees, Key Club International, and district forms for club officers. Additionally, I am available to support club webmasters with any technology-related needs, including creating and managing their club websites. I am truly grateful for the opportunity to serve as your District Webmaster this service year. Please feel free to contact me anytime with questions or concerns—I'm eager to contribute to a successful year together!

Yours in Caring and Service,

Aidan Heaney

Aidan Heaney
24-25 District Webmaster

KCI Information

How is KCI organized?

The foundation of Key Club lies in its general membership, where members work tirelessly to serve their communities. Club officers, including positions such as president, vice president, secretary, treasurer, editor, and webmaster, directly lead these members. These officers report to lieutenant governors, who represent their counties by serving on the New Jersey District Board. The New Jersey District Board consists of the District Governor, District Secretary, District Treasurer, District Editor, District Webmaster, and lieutenant governors. The District Board organizes statewide educational conferences, conducts board meetings, and seeks ways to best serve our diverse membership.

As the world's largest student-led service organization, Key Club International is divided into 34 districts. These districts may cover a single state (e.g., Florida District), multiple states (e.g., California-Nevada-Hawaii District), or an entire country (e.g., Jamaica District). Each district is overseen by the International Board, which includes an International President, International Vice President, and 11 International Trustees (one of which is from New Jersey this year). The International Trustees act as liaisons between the districts and the International Board, while also working on international committees.

New Jersey District Breakdown

Division 1: Benita Mendez Alavez

Cape May County Technical High School
Lower Cape May Regional High School
Middle Township High School
Millville Senior High School
Ocean City High School

Division 2: Demi Lu

Atlantic City High School
Atlantic County Institute of Technology
Cedar Creek High School
Egg Harbor Township High School
Mainland Regional High School

Division 3: Chase Pogozielski

Clearview Regional Senior High School
Gloucester County Institute of Technology
Hammonton High School
Kingsway Regional High School
Pitman High School
South Jersey Homeschool
Woodstown High School
Timber Creek Regional High School

Division 4: Farhan Labib

Burlington County Institute of Technology
Cherry Hill East High School
Cherry Hill High School West
Eastern Regional High School
Gateway Regional High School
Haddonfield Memorial High School
Highland Regional High School
Paulsboro High School
Rancocas Valley Regional High School
Triton Regional High School
West Deptford High School

Division 5: Riddhi Jariwala

Central Regional High School
Donovan Catholic High School
Manchester Township High School
Marine Academy of Technology and Environmental Science / MATES
OCVTS Performing Arts Academy
Southern Regional High School
Toms River High School East
Toms River High School South
Toms River High School North

Division 6: Aryahi Chikkala

Bordentown Regional High School
Burlington Township High School
Ewing High School
Foundation Academy Collegiate
Hamilton High School West
Hightstown High School
Hopewell Valley Central High School
Nottingham High School
Steinert High School
The Lawrenceville School

Division 7: Tyler Cuccurullo

Brick Memorial High School
Brick Township High School
Jackson Liberty High School
Jackson Memorial High School
Manasquan High School
Wall High School
Point Pleasant Beach High School
Point Pleasant Borough High School

Division 8: Saksham Gupta

East Brunswick High School
Edison High School
Highland Park High School
Monroe Township High School
New Brunswick High School
North Brunswick Township High School
Old Bridge High School
Perth Amboy High School
Piscataway Township High School
South Plainfield High School

New Jersey District Breakdown

Division 9: Ella Burkle

Colts Neck High School
Holmdel High School
Howell High School
Keyport High School
Marlboro High School
Matawan Regional High School
Middletown High School South
Raritan High School
Saint John Vianney High School
Keansburg High School

Division 13: Nidhi Lund

Arthur L. Johnson High School
Elizabeth High School / Frank J. Cicarell Academy
John F. Kennedy Memorial High School
John P. Stevens High School
Westfield High School
Woodbridge Academy

Division 10: Mia Grossman

Academy of Allied Health and Science
Henry Hudson Regional School
High Technology High School
Marine Academy of Science and Technology
Monmouth Regional High School
Ocean Township High School
Ranney School
Red Bank Regional High School
Rumson-Fair Haven Regional High School

Division 14: Bea Ascalon

Chatham High School
Columbia High School
ECLC of New Jersey, Chatham
Madison High School
Millburn High School
Union High School

Division 11: Caroline Attanasio

Delaware Valley Regional High School
Hunterdon Central Regional High School
North Hunterdon Regional High School
Phillipsburg High School
South Hunterdon Regional High School
Voorhees High School
Warren Hills Regional High School
Warren County Technical High School

Division 15: Marco Osorio

Beloved Community Charter High School
HCST County Prep High School
Dickinson High School
A. Harry Moore Laboratory High School
Jose Maritan High School / Jose Maritan Stem Academy
Liberty High School
Dr. Ronald E. McNair Academic High School
North Bergen High School
Secaucus High School

Division 12: Andrew Roberts

Bernards High School
Bridgewater Raritan High School
Franklin Township High School
Manville High School
Middlesex High School
Ridge High School
Somerville High School

Division 16: Maria Reyes

Dover High School
Morris Catholic High School
Morris County School of Technology
Morris Hills High School
Morris Knolls High School
Mount Olive High School
Randolph High School

New Jersey District Breakdown

Division 17: Janvi Singh

Parsippany High School
Parsippany Hills High School
Mountain Lakes High School
Morristown High School
Montville Township High School

Division 20: Henry De Jesus

Bergen County Academies
Bergen Catholic High School
ECLC of New Jersey, Ho-Ho Kus
Emerson High School
Fort Lee High School
Fusion Academy Englewood
Noble Leadership Academy
River Dell High School
Ridgefield Park High School
Tenafly High School

Division 18: Ari Kestenbuam

Cedar Grove High School
James Caldwell High School
Livingston High School
Montclair High School
Mount Saint Dominic Academy
Verona High School
West Caldwell Tech
West Essex High School

Division 21: Haley Erickson

Hackettstown High School
Pope John XXIII Regional High School
Sparta High School
Sussex County Technical School
Vernon Township High School

Division 19: Anniha Dorce

Al-Ghazaly Jr/Sr High School
Belleville High School
Bloomfield High School
Clifton High School
Glen Ridge High School
Nutley Senior High School
Passaic Academy for Science and Engineering
Saint Mary High School
The Becton Regional High School

Lieutenant Governor At-Large

Chloe Chung
Christine Prince

District Officer Descriptions

District Governor: The district governor is responsible for the overall operations of the district board. The person in this position will direct other district executives, appoint committees and issue directives, establish and maintain contacts with other Kiwanis-Family leaders, and convey district needs and desires to the international board liaison, also known as the international trustee.

District Secretary: The district secretary plays a vital role in the proper operation of a district board. The person in this position should be organized, dependable, and effectively maintain regular communication with other board members. The district secretary is the point of contact for records and reports, therefore they should know how Key Club operates at the club and district levels.

District Treasurer: The treasurer is in charge of monitoring the district's finances and collecting dues. They play a critical role in establishing new Key Clubs throughout New Jersey. Additionally, the district treasurer will contribute to the district newsletter and assist club treasurers.

District Editor: The district editor is responsible for arranging and editing district publications, particularly the Jersey Key. They adhere to Key Club's graphic standards, as defined in the Key Club brand guide, and ensure that contributors to district publications understand deadlines and criteria. The district editor plays an important role in ensuring that district communications are of high quality and consistent.

District Webmaster: The district webmaster is in charge of updating the district website with the most recent divisional, district, and international changes. They will also assist board members in addressing any technological issues or concerns.

Lieutenant Governor: Each lieutenant governor acts as an important liaison between the district and each club in their division. Their tasks include assisting and nurturing clubs, planning club officer training, coordinating divisional council meetings and events, and serving on district committees.

Club Officer Descriptions

President: The role of the president is to lead the club and take control over the other club officers. The president should arrange club meetings to keep members informed, and ensure that club officers are performing their roles. The president plans and executes service projects, fundraisers, and social activities. They should collaborate with other clubs and organizations and acknowledge members that contribute to the club's success.

Vice President: The role of the vice president supports the President and helps manage club activities. Vice president helps lead committees and project teams, ensuring tasks are delegated and completed. The Vice President helps organize club meetings by developing agendas. Additionally, the Vice President aims to recruit and retain club members, promoting Key Club and assisting with membership growth. As Vice President you must also plan and coordinate service projects and events, represent the club at school and community events, and maintain communication within the club.

Club Secretary: The role of the club secretary is to maintain records of club activities, meetings, and membership lists. Furthermore, as secretary you must take detailed notes during club meetings and distribute them to members and officers. The secretary also handles communication on behalf of the club, including sending out information and responding to any questions. The secretary assists in preparing reports and maintaining important documents related to the club's operations.

Club Treasurer: The role of the club treasurer is to manage and record the club's finances. Using these financial records, they can create budgets for the club's activities. The treasurer also organizes fundraising initiatives.

Club Editor: The role of the club editor is to manage publications at the school chapter level. They create and maintain the club's newsletter and promote the club's activities through the creation of posters, flyers, videos, etc.

Club Webmaster: The role of the club webmaster is to maintain the club's website. The webmaster creates and updates the website with the new information about club activities and events. They make sure that the club website is functioning properly and has little to none technical issues.

Coming Full Circle with Kiwanis

Behind every board of singularly spectacular student leaders, is a group of Kiwanians focused on helping those students achieve their goals. The Kiwanis Committee is made up of several Kiwanians throughout the state that volunteer their time to assist members of the New Jersey District Board in several capacities. As the sponsoring organization for Key Club, Kiwanis is dedicated to helping the children of the world and in this case, the state of New Jersey. Our committee members span across different geographic regions and bring a variety of experiences into the mix to advise, guide, and support members of the district board. Members of the committee are appointed by the New Jersey Kiwanis Governor and District Board each year.

The four potential Kiwanis Committee positions are as follows:

District Administrator (DA): Leads the Kiwanis Committee and supports the Key Club board by working closely with all members, but especially the Governor. They are responsible for planning and managing district operations and reporting to the Kiwanis Board with regular updates. They communicate with all members of the board and also remain in close contact with club advisors throughout the year.

Assistant District Administrator (ADA): Supports the DA and steps in when the DA is unable to perform their responsibilities. The ADA primarily assists with logistical planning and coordination of events and works with the DA to delegate responsibilities to other Kiwanis Committee members as well.

Financial Counselor: Manages majority of financial matters for Key Club. The Financial Counselor works closely with the District Treasurer in regards to event and administrative budgets, vouchers, expense reports, and dues reporting.

Zone Administrator (ZA): Work directly with Lieutenant Governors within their respective regions and assist with matters related to tasks pertaining to the schools in that region. ZA's also assist with directing committees throughout the year as an adult perspective and person of support.

In addition to the Key Club District Kiwanis Committee, other Kiwanians also play a very critical role in developing our young leaders. The Kiwanis Governor and Governor-Elect attend meetings and events to offer insight, assistance, and support to our board members throughout the service year in addition to the Kiwanis K-Family Chair who is appointed by the Kiwanis Governor and serves on their district board. We are also fortunate enough to have the support of our Kiwanis District Foundation, the fundraising arm of Kiwanis in NJ which is registered as a 501(c)3. Every member of our committee is a volunteer and in some capacity has been impacted by Key Club in their life.

Whether they are a past member themselves or a dedicated Kiwanis member focused on enriching the lives of youth in their community, even though the Key Club board changes each year, many of the Kiwanians remain to help progress Key Club forward quietly helping our students in the wings.

New Jersey Key Club Information

Club Monthly Report Form

The Club Monthly Report Form (CMRF) enables the New Jersey District Board to monitor club progress and provide necessary support. This form helps the District Board gain insight into club activities such as general meetings, community service projects, fundraising, dues payments, and communication with general members. It also inquires about Kiwanis/lieutenant governor involvement and participation in the District Project, Advocacy, and Major Emphasis initiatives.

It's crucial for clubs to complete the Club Monthly Report Form so the New Jersey District Board can offer better support and address any concerns. The CMRF, which is the responsibility of the club secretary, is due on the 10th of every month. Consistently completing the CMRF will simplify the process of filling out the mandatory Annual Achievement Report Form (AARF) in March, which asks clubs to reflect on their achievements over the past service year. Clubs that fail to submit the AARF will be ineligible to attend the District Educational Conference (DECON) or participate in district contests.

Help the New Jersey District Board better serve your club by submitting the Club Monthly Report each month. For any questions or concerns regarding the CMRF, please contact District Secretary Abigail Lee (alee@njkeyclub.org) or your division's Lieutenant Governor.

[CMRF LINK](#)

Key Club Dues

Dues are annual fees that allow Key Club to operate on club, district, and international levels. Dues go towards administrative costs, events (such as Fally Rally, DECON), conventions, member initiatives, and scholarships.

1. Why should I pay dues?

Dues are crucial for the district's functionality and success. Both members and clubs can receive benefits in return for paying dues, such as club project grants, Key Club scholarships, and awards. Paid members can also run for higher office and have access to the Club Management System, where educational resources like the Global Leadership Certificate Program can be found. Paying dues furthermore allows clubs to attend the annual District Educational Conference along with other district events.

2. How much are dues?

Dues have been increased by international, from the previous year by \$3 making total dues as an NJ Key Clubber \$17. After going 8 years without an increase at the international level it had become extremely difficult for the organization to supply Key Clubbers with scholarships, programs like the GLC, and more, hence why there is an increase in dues.

3. When are membership dues to be submitted by?

Early bird dues are due on November 1st, and dues should be submitted latest by December 1st.

4. Where do I submit dues?

After having gathered information from each member (i.e. full name, email address, expected year of graduation), club advisors can log in to the [Membership Update Center \(MUC\)](#) to update membership information. From here, the dues payment can be made in one of two ways:

- Online, directly in the MUC
- Mail, by printing an invoice via the MUC, addressing a check to Kiwanis Youth Programs, and sending both to Key Club International, P.O. Box 6069, Dept. 123, Indianapolis, Indiana, 46206-6069

Key Club Dues

5. What is the dues payment timeline?

November 1: Early Bird Dues Deadline

- Clubs that pay dues by November 1 will receive a recognition award at the District Educational Conference.

December 1: Regular Dues Deadline

- Clubs must pay dues latest by December 1 to remain in good standing with the district.

If dues are not paid by the regular deadline, three Notices of Delinquent Status will be sent to clubs December 31, January 31, and prior to the District Educational Conference, respectively.

6. What happens if I do not pay dues?

Clubs will receive suspended status if dues are not paid by February 1

- Until October 1, clubs can be unsuspended with no penalty by paying dues

Clubs will receive inactive status if dues are not paid by October 1 of the following service year

- For reactivation, clubs must complete the Petition for Reactivation and pay a \$24.00 reactivation fee in addition to dues

Club charters are revoked by Key Club International after two unpaid service years

- To recharter, clubs must re-complete the chartering process

Newsletters, Communication, & Promotion

As the District Editor, my primary role is to manage communications and media relations for the district through creating newsletters, publicity materials, as well as promotion of district initiatives! To learn more about upcoming District events and opportunities, (ex: Regional Training Conference, Global Leadership Certificates, Fall Rally, District Project), you can follow the New Jersey Key Club Instagram account, @njkeyclub. On Thursdays, we introduce one of our board members through “ThrowBack Thursday” and the next day we have “Fun Fact Friday” which offers insight on the history and achievements of Key Club.

To have a club member highlighted on the New Jersey Instagram, complete the “[Spotlight Sunday](#)” form. This year, we will be doing a raffle at the end of the service year for all members who have been nominated for Spotlights Sundays. We will be raffling off some Key Club swag so make sure to nominate your fellow club members and recognize their hard work!

This year, NJ Key Club is excited to introduce a new guide on creating the perfect press kit! A press kit provides media outlets with promotional materials and information that helps craft articles that highlight your achievements. Our guide includes an official NJ Key Club press kit template, examples of successful press kits, and a list of NJ newspapers. Keep an eye on your LTG’s monthly newsletters for more updates!

We suggest that all clubs follow the [Key Club International Brand Guide](#) (which includes specific fonts, colors, and graphics) because it makes everything look consistent and professional. If you decide to use a different design, please make sure it meets the overall Key Club standards. Remember, everything created, whether for a club or the district, represents Key Club International. Speaking of websites, stay tuned for articles from committees featured on the new NJKeyClub website that is coming soon! If you have any questions or need help promoting your club's events or achievements, feel free to reach out to me through my email: hasokumar@njkeyclub.org.

Website Resources

Excited to build a standout website for your Key Club? When deciding how to build your Key Club website, you have two primary options: custom coding or using a website builder. I would recommend using a website builder.

Custom-Coded Site: This route offers complete control over the design and functionality of your site. It allows you to tailor every aspect to meet your specific needs. However, it requires advanced programming skills and can be costly in terms of both development and hosting. This option is best suited for those with the technical expertise and budget to support a custom domain.

Website Builders (Wix, Weebly, Google Sites): These platforms are user-friendly and do not require any coding skills. They offer a range of pre-designed templates that make it easy to get started. Most website builders have free versions, although these may include ads or branding. They are quick to set up and maintain, making them ideal for those who want a functional and aesthetically pleasing website without the complexity and expense of custom coding.

Make sure to follow the [Key Club Brand Guide](#) for consistency. Incorporate the official Key Club logos and adhere to the color palette of blue, gold, and white.

To create an effective website, include these sections:

Events: Feature a calendar or list of upcoming activities and meetings.

Photos: Showcase images from events, but ensure you have proper consent.

Reminders: Provide updates and deadlines to keep members informed.

Board Member Contact Info: Offer easy access to contact details for your club and the New Jersey District Officers such as your LTG.

Include links to the NJ Key Club website and Key Club International website. You might also add a service hours chart to encourage and recognize member participation. Increase your website reach by placing the link in your club's social media bio and on club flyers.

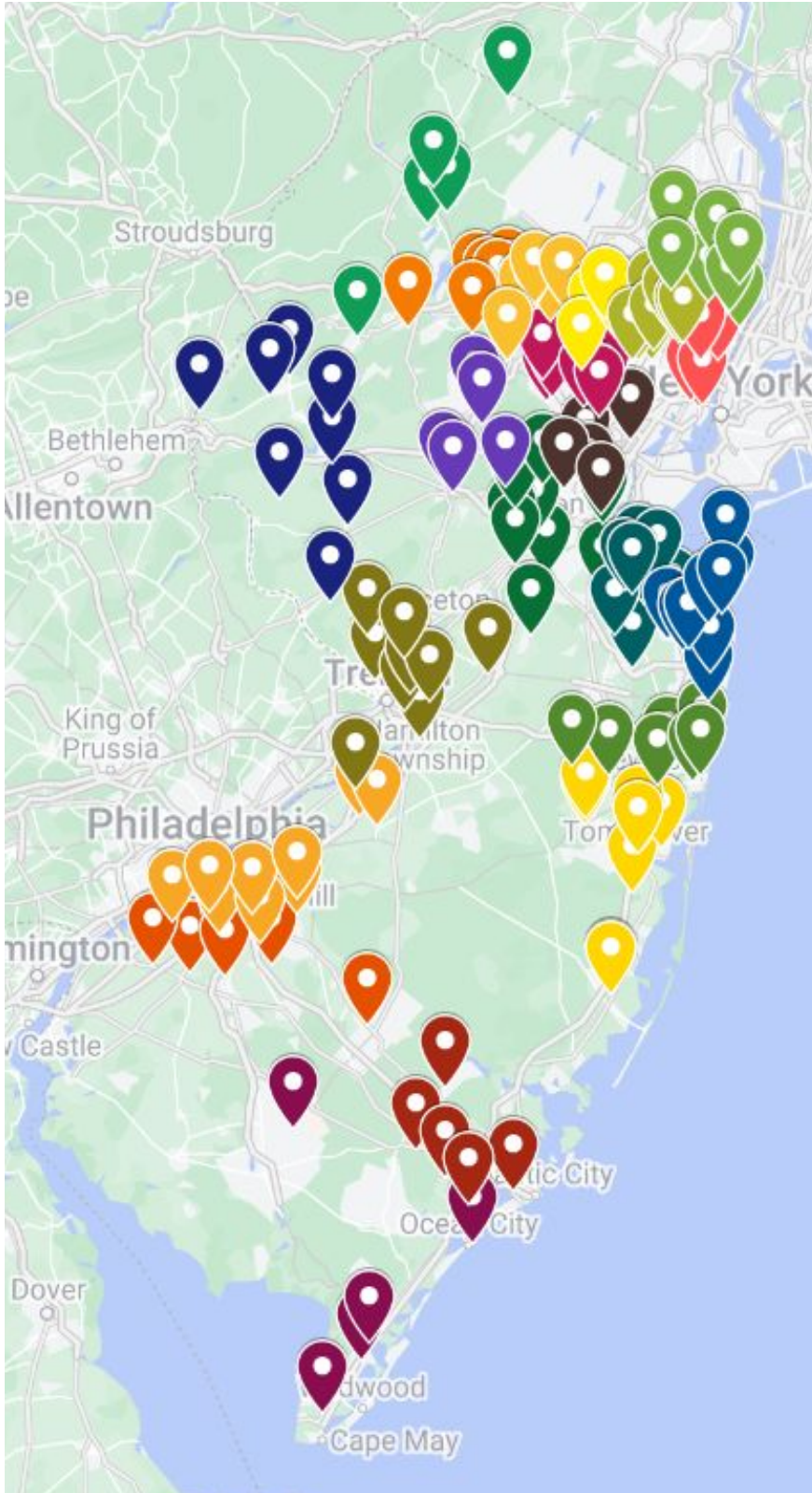
Our District website is a valuable resource for the latest updates on events. Find details about RTCs (Regional Training Conferences), Fall Rally, and DECON. Check out articles from the District, such as Steering Project updates and Jersey Key publications. Essential forms, like the CMRF (Club Monthly Report Form), and a dedicated page for connecting with the Executive Board and your Lieutenant Governor are also available.

For any assistance or questions, don't hesitate to reach out to me at aheaney@njkeyclub.org.

New Jersey District Map

Created by Immediate Past District Governor Laine Elliott

**Each colored box represents a division with its corresponding tags on the NJ map*



Division 1

Division 11

Division 2

Division 12

Division 3

Division 13

Division 4

Division 14

Division 5

Division 15

Division 6

Division 16

Division 7

Division 17

Division 8

Division 18

Division 9

Division 19

Division 10

Division 20

Division 21

Standing Committees

Communications & Marketing

Communication is the key to success within any organization, especially in the New Jersey District of Key Club International. With nearly 10,000 members, we strive to create community service opportunities and initiatives across NJ.

Every division and school is unique, so each must capitalize on different communication methods. Clubs can engage their target audiences through physical flyers and social media posts to encourage them to participate in service events and other activities. Whether digital or physical, the effectiveness of promotional content is enhanced through design. Balancing simplicity and style is key to making content more compelling. For example, a short Instagram post with the most important words, dates, and times emboldened with an eye-catching theme will get the attention of prospective members. Meanwhile, audiences will ignore bland designs and long-winded text. Conversely, overly flamboyant designs, while sometimes creative, can be too distracting to the viewer.

Along with physical flyers and social media posts, communicating through email, calls, texts, or platforms like Google Classroom and Remind increases engagement in activities. While communicating using these methods, aim to be concise and to the point. However, if a large chunk of information needs to be shared at once, try including it in a newsletter! Typically shared in a PDF format, newsletters comprise multi-page flyers that include event details, maps, dress codes, and more. While divisional newsletters advertise district events, such as DECON or Fall Rally, newsletters are just as helpful for club initiatives!

In summary, diverse communications and marketing are crucial to the success of New Jersey Key Club. Social media, emails, and flyers are among the many ways to send out promotional material to involve members. Communicating is essential to a club's success, so try to prioritize it throughout the service year!



District Project Steering

Mental health stigmatization has been a prevailing controversy in America for decades, particularly with the mental health of youth. For years, many have often dismissed and neglected mental health struggles in teenagers as nearly 30% of youth report struggling with poor mental health, and over 40% report having suicidal thoughts according to the Centers for Disease Control and Prevention. Despite these alarming statistics, mental health continues to be a topic of contention between teenagers, parents, teachers, doctors, and the internet. Thus, as a service organization centered around high schoolers, New Jersey Key Club is thrilled to announce our '24 - '25 district project, "Mental Health Services and Support," where we will be focusing on spreading awareness on mental health, mental health services, and ways people can better their mental health across the state.

To further this significant district project, NJKC is working closely with one of our service partners: Erika's Lighthouse! Erika's Lighthouse is a non-profit organization centered on raising awareness of depression. With many educational videos for children, teenagers, and parents, insightful presentations, and inspiration posters, the Erika's Lighthouse website provides a plethora of free resources for anybody, especially Key Clubbers, interested in contributing to the district project. By creating a portal account at erikaslighthouse.org, you can gain access to these amazing resources! Additionally, Erika's Lighthouse has a program where Key Clubs could become affiliate clubs with Erika's Lighthouse! By becoming an Erika's Lighthouse affiliated club, Key Clubs receive monthly resources and service projects for Key Clubbers to participate in. This furthers this year's district project and also builds a stronger connection between Key Clubs and one of our service partners.

We hope that through this district project, those who are struggling with their mental health are aware of the outlets, services, and support available to them, especially while in the midst of arguably a critical mental health crisis, especially after the COVID-19 pandemic. The reach and impact Key Clubbers could have is tremendous, and as a community, focusing on a cause such as this year's district project could have long-term effects on classmates, peers, friends, and family.

Kiwanis Family Relations

The Kiwanis Family is the parent organization of six service-oriented organizations that work towards the common goal of helping serve the community. Five branches of the K-Family extend out of Kiwanis, the larger, adult organization. There are 2 programs associated with elementary school education (Terrific Kids & BUG). The K-Family Relations Committee works to strengthen the relationships between each branch in the K-Family through helping promote events between the branches, and helping members from one branch learn how they can join the next branch (For example educating Key Club members on Circle K and teaching them how they can join):

Kiwanis International: Kiwanis International is a global service organization dedicated to improving the lives of children and communities worldwide. Kiwanis International's motto is "Serving the Children of the World," which runs parallel to its mission of improving the lives of children and creating a better future for them. Kiwanis International operates through local clubs that make up regional divisions and districts. Twelve divisions make up NJ Kiwanis. In terms of Key Club, Kiwanis can help provide scholarships to key club members, and can help provide grants to high schools within their division looking to start a key club.

Circle-K: Circle K International is the collegiate branch of the Kiwanis Family. The goals of Circle K are to empower its members to continue in acts of service, leadership, and networking after High School. They are committed to developing leaders by providing unique service opportunities that positively impact the world and change their members' lives. Their mission is to transition college and university to a global network of responsible citizens and leaders with a lifelong commitment to service. Key club members will be able to learn more about Circle K this year through Key to college seminars which will be promoted in LTG's newsletters and NJ Key Club social media.

Aktion Club: Aktion Club is the only service club for adults with disabilities worldwide, with over 12,000 members. The club has members from various organizations and groups including churches, libraries, YMCAs, and lodges. Their main goal is to provide service opportunities for like-minded individuals who want to give back to their community.

Key Club: Key Club is a student-led high school organization that provides students with more opportunities to run service projects, fundraising events, and more. In doing so, students grow as individuals and build their leadership skills by serving their community, gaining the courage to engage, and developing the heart to serve. There are many great opportunities provided through Key Club such as service partnerships and scholarships which are given out at DECON. NJ Key club is divided into twenty one divisions, you can check the NJ key club district directory to see which division your club is a part of and what other clubs lie within your division.

Kiwanis Family Relations (Cont.)

Builder's Club: Builders Club is the largest service organization for middle school and junior high students, with over 45,000 members worldwide. Members learn to work together and develop leadership skills as they serve their school and community. In terms of growth today, there are more than 1,600 clubs in Aruba, Australia, the Bahamas, the United States, etc. Builders Club is a student-led community service organization that operates under school regulations and draws its members from the student body. As a club, they provide students with an early opportunity to provide aid to their home, school, and community.

K-Kids: In K-Kids clubs worldwide, children learn leadership skills through service. They are made responsible for facilitating community service projects while only being in elementary school! They assist the elderly with chores or organize community food drives (Much like the other branches). They serve their schools and raise funds for sports equipment and extracurricular activities. Ultimately, the goal of K-Kids is to provide kids with opportunities to become more active within their community even at a young age.

The Kiwanis Family Resource Booklet: The Kiwanis Family Relations Committee works on various projects to help increase the communication between all of the branches. One of these projects is the Kiwanis Family Resource Booklet which is a packet that is meant to encompass what the different branches of Kiwanis are and why they are important to us as Key Clubbers! It serves as a reminder of how we can all stay connected and be a guide through your journey of learning and engaging with the different branches of the K-Family. If you would like to read the K-Family Booklet, reach out to your respective Lieutenant Governor or the chair of the Kiwanis Family Relations Committee: Haley Erickson– Email:

herickson@njkeyclub.org

Committee Goals/Initiatives: The Kiwanis Family Relations Committee's main goal is to unite the Kiwanis Family branches and keep members moving through the branches as they graduate from highschool and key club. The information provided by this committee can help members take advantage of opportunities such as kiwanis scholarships, communal/regional service projects and meet Kiwanians outside of their branch. So far this year, the Kfam committee has helped increase recognition of CircleK through having them give a presentation at Spring Regional Training conferences, providing registration/interest forms for graduating Key Clubbers interested in continuing their Kiwanis journey, and promoting the Kiwanis family picnic hosted by Circle K, for which we were able to get over twenty key clubbers to come! Additionally the committee has worked on picking a date for Kiwanis Family prom, one of the largest and most fun events planned for the whole K-family. The date selected was Friday, January 17, 2025. The location will be The College of New Jersey (2000 Pennington Road, Ewing, NJ 08618), Brower Student Center Room 100 East and West. I reserved the room from 3:00 pm to 12:00 am.

Membership Growth & Reactivation

To keep NJ Key Club running smoothly we need to ensure that our clubs are growing and new schools are rechartering Key Clubs. While this is the job of the Membership Growth and Reactivation Committee, it is also every Key Clubber's duty to ensure that their club is prospering to the best of its abilities.

There are several ways to engage the members in your clubs, along with increasing membership. One way to attract new members is during club fairs and spreading the word about regional events such as DECON, where members get to spend their time with friends and elect the new District Board, along with events like Fall Rally, where Key Clubbers gather in Six Flags to speak about their goals on the service year. Furthermore, by hosting events like book drives, bake sales, and more your club can gather funds to attend regional events, while also engaging members to give back to their community.

In hope of increasing membership, at this year's ICON it was announced that starting October 1st, if a school had a Key Club since 1925 and it was deactivated, instead of having to pay the rechartering fee, it would be \$0. For example, if one's club isn't recognized by Key Club International, however they still want to reclaim their club, instead of paying the rechartering fee, it would cost them \$0.

Furthermore, chartering new Key Clubs is just as important as reactivating old ones. To charter a new Key Club, you can reach out to friends from different schools and promote Key Club through your club's Instagram. By doing this, more people will be aware of all of the benefits Key Club has to offer and all the opportunities Key Club International gives.

With these tips, we hope to reactivate and charter more Key Clubs in New Jersey. We want you to take some of these tips and general ideas and apply them when promoting Key Club to your school and others. Best of luck!

Membership Recognition

New Jersey Key Club's Membership Recognition committee is made up of a few individuals on the district board who are dedicated to honoring the members who make an impact! Throughout the year, we organize several events, campaigns, awards, and scholarships to recognize the hard work that members are consistently doing to accomplish the goals made by New Jersey Key Club and Key Club International. We believe that member recognition is the key to keeping members engaged in both their home clubs, and their larger Kiwanis families.

The New Jersey Key Club District is committed to recognizing and celebrating the outstanding efforts of its members and clubs through initiatives like Spotlight Sundays. Each week, we shine a light on clubs that have demonstrated exceptional dedication to service, leadership, and community impact. By highlighting their achievements, we honor their hard work and the outstanding collective impact that is produced! To further recognize service this year, we will be raffling off Key Club swag to members nominated for Spotlight Sundays at the end of the service year. Additionally, during our "Summer of Service" campaign, we will give away Fall Rally tickets to two members who dedicate their summer to our District Project, focusing on Mental Health Services and Support. Through these efforts, Key Club reaffirms its commitment to fostering a supportive environment for all its members.

To be outstanding is to be exceptionally good. Key Club members in divisions across New Jersey have gone above and beyond for their club and embody what it means to be outstanding. The Membership Recognition Committee encourages clubs to recognize resilient, collaborative, ambitious, and driven members who bring out the best in themselves and their community. Recognized members are those who do more than they are supposed to. Whether it be staying overtime at an event, or doing officer duties beyond what your job requires for the benefit of your club. Member recognition is very important as it encourages members to be a valuable asset to their club. Clubs can recognize these leaders through Instagram spotlight posts where one member is posted a month just like the district board does! Additionally, incentives such as gift cards or school merchandise can be used to show appreciation and recognize members. Every Key Club member is a valuable and "key" member of their community.

Advocacy

The Advocacy Committee is a standing committee of the New Jersey district of Key Club International. Each spring, the district board votes to pass an advocacy focus for the service year. The purpose of having a statewide advocacy focus is to inspire students to serve their homes, schools, and communities by raising awareness for specific, relevant issues. To this end, it is the responsibility of the Advocacy Committee to provide helpful resources that inform and engage members.

The advocacy focus for the 2023-2024 service year is “Promoting Health Awareness: Awareness and Action for Community Wellness.” This was chosen due to the importance of enhancing community health and well-being. It is essential to raise awareness and provide ways for Key Club members to involve themselves in health-related efforts. The Advocacy Committee recognizes the power of student-led clubs in effecting change. By encouraging clubs to align with these bi-monthly sub-focuses, the committee aims to maximize impact and involvement. Here is a brief description of the bi-monthly focuses and different ways the committee intends to engage students this service year:

June-July: Un-stigmatization of Organ Donation

To kick off the year, the committee has emphasized the importance of organ donation, focusing on reducing the stigma associated with it. Service ideas were provided in the informational newsletter released in June. The committee promoted these initiatives by featuring students’ stories and testimonials on the district Instagram and in LTG newsletters.

August-September: Suicide Prevention

In an effort to address mental health and prevent suicide, the committee will promote awareness and support activities. The committee plans to organize Walk-a-Thons that raise money for mental health causes and provide resources for support.

Advocacy (Cont.)

October-November: Infant Mortality Prevention

The focus during these months is on reducing infant mortality through awareness and preventive measures. The committee will provide information on safe sleep practices for infants and host workshops on prenatal care.

December-January: Healthcare Worker Appreciation

To conclude the year, the committee will focus on appreciating healthcare workers. Activities will include sending thank-you cards, organizing appreciation events, and sharing stories of healthcare workers' contributions on social media.

By aligning with these bi-monthly sub-focuses, the Advocacy Committee aims to inspire and empower Key Club members to take action and make a positive impact on community health and wellness.

International Programs

The International Programs Committee collaborates with Key Club International's partnered organizations and preferred charities to address issues occurring across the world.

To achieve this, our committee has focused on strengthening our relationships with our current partnerships, those being UNICEF, Thirst Project, Erika's Lighthouse, and Schoolhouse. By engaging in a thorough research process before reaching out, we've ensured that their mission statements align with our objectives. Additionally, we have explored ways to advance our shared goals and allow individual Key Clubs to partake in their causes.

Not only does the International Programs Committee promote these organizations, but we also encourage Key Clubbers to participate in the various activities and opportunities presented at the international level, such as the Youth Opportunities Fund and Global Leadership Certificate.

Through various means, including active involvement on the NJDB instagram page, our committee hopes that every Key Club is well-informed about our international programs. By utilizing numerous communication strategies, we aim to leverage the credibility of Key Club as an international organization to increase the scope of our impact. Take it upon yourself to use these relationships to unlock a world of opportunities!

International

Youth Opportunities Fund

The Youth Opportunities Fund (YOF) is a grant offered by Key Club International to support club community service projects. Clubs that have paid their annual dues are eligible to apply. There are two application cycles: the first closes on October 15, and the second on March 1.

The proposed service project should focus on promoting health, education, or youth leadership development within your community. To apply, create a club account on [Foundant](#) using your Key Club's name, club ID number, and Key Club district, which can be found on the [Membership Update Center](#). Clubs can request grants ranging from \$250 to \$2,000. All applications are reviewed by a committee of International Board members.

We strongly encourage New Jersey clubs to apply for this grant. It is a great opportunity for clubs to get support on the international level. For more information about the Youth Opportunities Fund, visit the [Key Club International website](#).

Service Partners

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."

Schoolhouse: "Schoolhouse.world is a platform for free, peer-to-peer tutoring—where anyone, anywhere can receive live help, build their skills, and pay it forward by becoming a tutor themselves."



Erika's Lighthouse®



Preferred Charities

As an international organization, Key Club is partnered with several organizations and works with preferred charities. These connections better our ability to make a global impact.

Thirst Project:: “The Thirst Project is a non-profit organization aiming to educate students about the global water crisis and bring safe drinking water to communities around the world where it is not immediately available. The Thirst Project collects money and builds wells all across the continent of Africa where villages do not have immediate drinking water. Since its start, it has done 2,652 projects, raised over \$9.7 million, and served over 367,323 people in 13 countries.”

UNICEF: “UNICEF is the only organization of the United Nations dedicated exclusively to children. Working with other United Nations bodies, governments and non-governmental organizations, UNICEF helps to provide for children’s needs in more than 150 developing countries through community-based services in primary health care, basic education and safe water and sanitation.”

To learn more, visit the [Key Club International website](#).



Events

Calendar

<u>Date</u>	<u>Event</u>	<u>Location</u>
September 28-29, 2024	Regional Training Conference	Zoom
October 20, 2024	Fall Rally	Six Flags Great Adventure, Jackson, NJ
December TBD	Key Leader	TBD
February 21-23, 2025	Mid Winter Training Conference	Camp Lebanon, Lebanon, NJ
April 3-5, 2025	79th Annual District Convention	Berkeley Oceanfront Hotel, Asbury Park, NJ
July 2-6, 2025	International Convention	Orlando, Florida

District Educational Conference

The New Jersey District Educational Convention (DECON), stands as the New Jersey Key Club's most significant annual event. It marks the end of a productive service year, showcasing the achievements in our homes, schools, and communities, and facilitating the transition between outgoing and incoming District Boards. This year, the New Jersey District of Key Club celebrates its 79th anniversary, coinciding with the centennial anniversary of Key Club International! Key Clubbers from across New Jersey will come together to honor all of your accomplishments!

DECON 2025 will take place from April 3-5 at the Berkeley Hotel in Asbury Park. Next year's conference will be the biggest yet, featuring renowned guest speakers, delicious food trucks, and interactive service projects. Due to its value, clubs should begin fundraising early and ensure their members are aware of the opportunity to experience DECON. The registration packet, available in early December, will include definite prices covering two nights' rooming, meals, event registration, and an exclusive convention T-shirt and pin.

DECON offers a premier opportunity to learn more about the district. Attendees can vote in District Executive Elections and develop their leadership abilities through insightful workshops led by the District Board and distinguished guests. It is also a chance to meet new people from throughout New Jersey and build long-lasting connections with those who share a common passion for service.

Additionally, attendees will celebrate the end of a successful service year by dancing through the night at the dance, participating in contests showcasing their abilities, and attending award sessions that highlight the skills and talents of Key Club members.

On behalf of the District Board, we look forward to seeing you all there! Mark these dates on your calendar because attending DECON is an opportunity not to be missed. If you have any questions, please reach out to your lieutenant governor, who will be happy to assist you.

International Convention

Every summer, Key Club International gathers for ICON, the International Convention. During this event, Key Club members delve into the world of high school volunteerism through engaging workshops, unique leadership development programs, inspirational speakers, International Board elections, and social activities. This global gathering features representatives from all 33 districts, as well as international representatives from districts-in-formation.

Here are some key opportunities available to Key Club members at the International Convention:

- Listen to inspiring speakers with rich experiences.
- Make lasting friendships with student leaders from all around the world.
- Showcase your club and district projects.
- Go for Gold in Key Club contests to win prizes.
- Attend a masterclass exclusive to Global Leadership Certificate participants.
- Engage in pin trading—a traditional practice where district members swap pins with Key Clubbers from other districts.
- Participate in exciting workshops covering a wide range of topics, from Key Club International's partnerships with UNICEF and The Thirst Project to 'How to get a Date'.
- Join a district tour—exploring the area where the International Convention is held.
- Help select the 2024-25 Key Club leaders and vote on amendments.
- Attend amazing dances and social activities.

In 2024, the International Convention was held in Atlanta, Georgia. Members visited Georgia classics such as the Martin Luther King Jr. Museum, the Jimmy Carter Presidential Library & Museum, the World of Coca-Cola, and most excitingly, the Georgia Aquarium! Attendees heard from a variety of speakers, including Rania Zuri, an advocate for early childhood literacy and founder of The LiTEArary Society, the world's largest youth-led nonprofit organization, and three-time Paralympian Evan Austin, who competed on the U.S. swim team. Finally, attendees danced to songs by W.B. Sims and his award-winning band following the closing session.

The 2025 International Convention will be held in Orlando, Florida, from July 2-6, 2025.

Attending District Events

We strongly encourage all Key Club members to participate in district-wide events organized by the New Jersey District Board! These events celebrate the achievements of New Jersey Key Club and provide an opportunity to connect with passionate, service-driven students from across the state.

We recognize that tickets for events like DECON and ICON can be costly. To help reduce expenses, consider reaching out to your sponsoring Kiwanis Club or Key Club advisor. Kiwanis International is an adult community service organization, and some Kiwanis Clubs may be willing to assist with covering costs for students to attend these events. Your Key Club can also organize fundraisers to help lower ticket costs for members.

For transportation, we suggest coordinating with your school to arrange a bus in advance for club members. Alternatively, you could consider sharing a bus with a nearby school or organizing carpools with friends.

We look forward to seeing you at Fall Rally, K-Fam Prom, DECON, and ICON!



Contact Us!

The background features a large, semi-transparent logo for the NJ Key Club International. The logo is circular, with a blue border containing the text 'NJ KEY CLUB INTERNATIONAL' in blue capital letters. In the center, there is a large blue 'N' and a yellow key. The entire logo is surrounded by a wreath of yellow leaves.

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