

Kiwanis International style guide for clubs and members

May 20, 2016

Written style needs to be consistent, just as the look of all of our published materials and websites needs to be consistent. By now, you certainly are familiar with the term *branding*. This style guide is the written version of that.

The Kiwanis International style guide ensures all communications convey the same messages to the Kiwanis family, solidifying the identity of Kiwanis International and preserving the Kiwanis brand. Information about how to properly use the Kiwanis logo and wordmark is [here](#).

In keeping with the most generally accepted style, Kiwanis International follows "[The Associated Press \(AP\) Stylebook](#)," with some Kiwanis-specific exceptions. For grammatical questions not addressed by the AP Stylebook, use the [Chicago Manual of Style](#). For spellings and definitions, "[Webster's Third International Dictionary of the English Language, Unabridged](#)," and its chief abridgement, "[Merriam-Webster's Collegiate Dictionary](#)" (Eleventh Edition), are recommended. Try the online dictionary at dictionary.reference.com.

Unless otherwise noted, these styles apply to all Kiwanis-family groups and events. Keep in mind that style conventions are ever-changing, so these rules are subject to change.

Contact the Kiwanis International Communications Department at pr@kiwanis.org with questions or comments about the contents of this document.

Kiwanis style A to Z:

501(c)(3) Use the following tagline for fundraising/promotional pieces for Key Club, Key Leader, Kiwanis Kids programs and Builders Club:
A Key Club International program of Kiwanis International.

A

abbreviations and acronyms

For clarity, avoid the use of abbreviations (SLPs) and acronyms. Kiwanis follows AP style in regard to abbreviations and acronyms.

- **first and second reference:** If Kiwanis-specific acronyms are universally recognizable throughout Kiwanis-family organizations, such as CKI, use the abbreviation on second reference.

addresses

Use this address for Kiwanis International: 3636 Woodview Trace, Indianapolis, IN 46268
USA

Aktion Club

Aktion Club is a community-service group for adults living with disabilities. Uppercase both words.

aktionclub.org

This is the member and public-facing website for Aktion Club.

Asia-Pacific

Use Asia-Pacific when referring to this Kiwanis region, with ASPAC acceptable on subsequent references. See also: Kiwanis Asia-Pacific; Region.

B

Bring Up Grades

Bring Up Grades, or BUG, is a program that recognizes students who raise their grades to an acceptable range and maintain or continue to raise them from one grading period to the next.

Kiwanis-style note: Generally, on first reference, use Bring Up Grades. Because of the nature of this acronym, though, BUG sometimes works well on first reference, with Bring Up Grades on second reference. BUG then can be used in subsequent references.

Builders Club

Builders Club is the largest service organization for middle school and junior high school students (generally, ages 12 to 14), with more than 45,900 members worldwide. Uppercase both words in singular and plural versions of the formal name of the organization. There is no apostrophe in the word *Builders*.

An individual member is referred to as a Builders Club member.

buildersclub.org

This is the member and public-facing website for Builders Club.

C

chair/chairs

Use *chair* or *chairs* as the titles of Kiwanis committee leaders. Per AP style, *chair* is acceptable only when an organization has adopted that term. In 2015, the Kiwanis International Board changed committee leader titles from *chairman/chairwoman/chairperson* to *chair*.

Circle K International

Circle K or CKI is the premier collegiate community service, leadership development and fellowship organization in the world. In general, it is identified simply as CKI; avoid using Circle K. Individual clubs are referred to as CKI clubs. Individual members are referred to as CKI members, not Circle K'ers.

circlek.org

This is the member and public-facing website for Circle K International.

CKI Magazine

The official publication of Circle K International, which is transmitted as an email newsletter and digital publication.

club names

For Kiwanis, CKI and K-Kids clubs, uppercase *club* when used as part of the formal club name. Use lowercase in other contexts. Formal club names are found on each club's charter or, for Kiwanis clubs, in the annual Kiwanis International directory. For club names that include articles, do not capitalize those articles in the middle of a sentence. Use accent marks as noted on the club's charter.

The formal club name can appear two ways:

Kiwanis Club of Zionsville, Indiana
Zionsville, Indiana, Kiwanis Club

Exceptions: Don't lowercase *club* in an informal reference to a Key Club, Aktion Club or Builders Club, as *Club* is part of the organization name.

Join the nearest Kiwanis club.
Join the nearest Key Club.
Join the nearest CKI club.
Join the nearest Aktion Club.
Join the nearest K-Kids club.
Join the nearest Builders Club.

Connelly Medal

The official name of this award is the *Robert P. Connelly Medal of Heroism*. Use *Connelly Medal* on second reference.

convention Uppercase when used with the full name of a specific Kiwanis International convention. Never write "the international convention"; it should be "the Kiwanis International convention."

Examples: The 100th Annual Kiwanis International Convention was in Indianapolis,

Indiana.

The 54th Annual Key Club International Convention was in Phoenix, Arizona.

The Circle K International convention was well attended.

The 2017 Kiwanis International convention will be held in Paris, France.

The Las Vegas, Nevada, convention is scheduled for 2018.

It is a privilege to be a delegate at a Kiwanis International convention.

D

delegates

Uppercase when used as part of the official *Kiwanis International House of Delegates*.

Lowercase in subsequent references and when referring to the official body that convenes during district conventions. Also lowercase when referring to individuals (i.e., My club sent two delegates to the convention.) See also **House of Delegates** entry.

delegates-at-large

Lowercase.

-designate

Use “-designate” sparingly to describe an officer’s title between his/her election and the time when he/she officially assumes office. A preferred option is to use the year of his/her term.

- Preferred option that has permanence: 2015–16 President Sue Petrisin.
- Acceptable option, but confusing and temporary: President-designate Sue Petrisin (Prior to her confirming election on June 26, 2015, she was President-elect Sue Petrisin (see -elect), but after her election on that date, she became President-designate Sue Petrisin until taking office on October 1, 2015, when she became President Sue Petrisin.)

NOTE: Designate can be used for club and Kiwanis International president, lieutenant governor and governor.

See also: -elect.

district

Capitalize *district* only when used as part of a formal district name. Lowercase *districts* when nothing more than one district in a single reference.

Examples: He represents the Florida District.

The district she represents is Michigan.

The Rocky Mountain and Capital districts have responded.

district-in-formation

Districts in the process of formation. Check latest Kiwanis directory for district status. Note: There is also a distinction for districts in pre-formation. See Kiwanis directory for more information.

Example: Ecuador (DIF)

division

Capitalize *division* only when used as part of a formal division name.

Kiwanis-style note: In a formal division name, the numeral is used, not spelled out.

Example: The project was completed by clubs in Division 1 of the Kansas District. The division's CKI clubs also participated.

Kiwanis-style note: Rather than numbers, some Kiwanis districts use names to identify divisions. In those instances, identifying the division can be accomplished in one of two ways:

The Netherlands District's Brabant West Division
The Brabant West Division of the Netherlands District

dual and multiple membership

Use *dual* membership if you know a member belongs to two clubs; otherwise, use *multiple* club membership if a member belongs to three or more clubs or if you don't know how many clubs the member belongs to. Normally, use a Kiwanian's primary club for identification purposes, unless specifically referring to his/her relationship with another club.

E

-elect The title of president-elect is an official Kiwanis office at the club and Kiwanis International levels.

See also: -designate.

F

foundation

Uppercase when used as part of a formal name. Lowercase in subsequent references or in other instances. (Note: We lowercase *foundation* on second reference when referring to the Kiwanis International Foundation.)

Example: The Kiwanis International Foundation has given the Kiwanis Junior

program a US\$500 grant. Sponsored programs will continue to grow stronger with foundation support.

fundraiser, fundraising

Never hyphenate. *Fundraise* is acceptable as a verb.

G

gender

The use of *he* and *she* as generic pronouns is offensive to some people. Here are alternatives to the generic use of *he* or *she*:

- *Change the wording from singular to plural whenever possible, but don't use they or their to refer to one person.*
- *Reword the sentence to avoid the generic pronoun.*

Example:

- Original: Each Kiwanian serves his community.
 - Reworded: Kiwanians serve communities or Kiwanis club members serve communities.
- From one hypothetical anecdote to another, it is OK to switch from male to female genders.

Example:

First anecdote—A student rode to school on her bicycle.

Second anecdote—His classmate arrives at school in his mother's car.

- *Use he or she, his or her, or him or her.*

Example:

- Original: A Kiwanian should serve their community.
- Reworded: A Kiwanian should serve *his or her* community.

Global Campaign for Children

Uppercase. This umbrella term for organized worldwide projects is encouraged for the entire Kiwanis family. *Global Campaign for Children* replaces *Worldwide Service Project*.

governing documents

Refers collectively to official rules documents that guide all Kiwanis-family entities, including articles of incorporation, bylaws, policies and procedures. Never capitalize.

H

headquarters

See *Kiwanis International Office*

holidays

Many cultures do not celebrate Christmas, Thanksgiving, etc. A generic term such as *holiday season* may be appropriate, based on context. If a specific event involves a specific holiday, reference the holiday by name.

House of Delegates

Uppercase when referring to the official body of delegates that convenes during the Kiwanis International convention. Lowercase when referring to the official body of delegates that convenes during a district convention.

I

international

Uppercase when used in the formal name of the organizations and in other formal uses; otherwise, lowercase. Never use alone with *president* (title), *board* or *convention*. Instead, use:

Kiwanis International president, Key Club International Board or Circle K International convention.

Examples: Kiwanis International President Donald R. Canaday is proud to be part of an international organization.

iodine deficiency disorders

Plural, unless referring to a specific disorder, such as cretinism. Always spell out on first reference. Subsequent references can be IDD.

K

K-family

A reference to the Kiwanis family. "Kiwanis family" is preferred. See Kiwanis family entry.

Key Club International

Key Club International is the oldest and largest service program for high school students. Its members generally are referred to as Key Club members, though Key Clubber is

acceptable. Generally, use *Key Club International* on first reference and *Key Club* on subsequent references. Key Club has more than 270,000 members in more than 5,000 clubs. Key Club is represented in 34 countries.

Many of our Service Leadership Programs should be using the Key Club logo and tagline on their collateral and mailings. See the [501\(c\)\(3\) fact sheet](#) for guidance.

Key Club magazine

The official publication of Key Club International. As of September 2016, it is published in digital format only.

Key Club TV

Key Club International's YouTube video channel and television broadcasts at the Key Club International convention.

keyclub.org

This is the member and public-facing website for Key Club International.

Key Leader

A weekend experience for high school students that focuses on service leadership. Key Leader experiences should be called *weekends* or *retreats*, not *events*. Those who complete the experiences are called Key Leader *graduates*.

Kiwanian

Acceptable reference to a member of a Kiwanis club.

Kiwanis Asia-Pacific

Though not equivalent to a federation, Kiwanis Asia-Pacific is a formalized grouping of clubs in the Asia-Pacific Region approved by Kiwanis International. This title is used mainly by clubs in the area to refer to the larger grouping. Generally, use only *Asia-Pacific* when referring to this Kiwanis region. When *Kiwanis Asia-Pacific* is appropriate, then *Kiwanis ASPAC* is acceptable on subsequent references.

Kiwanis-style note: The region's annual meeting is referred to as the Kiwanis Asia-Pacific convention (not conference).

Kiwanis club

Use in reference to a club. Uppercase *club* when used as part of a formal club name. See also **club names**.

Kiwanis family

All recognized entities comprising Kiwanis International, including Kiwanis clubs,

sponsored programs and the Kiwanis International Foundation.

Kiwanis style note: Do not hyphenate when used as a noun. When used as an adjective, Kiwanis-family should be hyphenated, with the exception of Kiwanis Family Month and Kiwanis Family Store.

Examples:

Builders Club is a member of the *Kiwanis family*.

The Eliminate Project is a *Kiwanis-family* initiative.

The annual clambake has evolved into a *Kiwanis-family* function.

Kiwanis Family Month

Set in November, this event is a time for Kiwanis clubs, Service Leadership Programs and the Kiwanis International Foundation to promote sponsored programs and involvement and engagement between clubs.

Kiwanis-style note: Uppercase Family and Month.

Kiwanis Family Store

Formal name of the merchandise division of Kiwanis International.

Store web link: store.kiwanis.org

Kiwanis International council

Kiwanis International council refers to Kiwanis' special advisory and voting body composed of specific Kiwanis International and district officers. This council meets when called by the Kiwanis International Board. The term *council* is also frequently used to refer to the meeting of this body.

Kiwanis International Office

The Kiwanis International Office is the official name of the building in Indianapolis and should be capitalized when using this full name. Don't use *International Office* and *Kiwanis International* interchangeably. Also, do not use *headquarters*.

Kiwanis International officers

Titles of these officers should be capitalized before the name but lowercase after the name. Do not use the word "international" in a title without "Kiwanis" (see "international").

Examples: Kiwanis International President John Doe lives in Indianapolis.

Kiwanis International Trustee Benjamin Franklin is here.

Martha Jones is Kiwanis International president-elect.

Tina Chase was elected a Kiwanis International trustee this year.

He is the Kiwanis International president.

Kiwanis-style change: We no longer hyphenate *vice president*.

Avoid the use of *-designate* added to an elected officer's title. Instead use the years of his or her term in his or her title. (See *-designate*.)

Example: Sylvester Neal, the 2010–11 Kiwanis International president, will address the crowd. (This sentence would work in any year, including the period in which Neal is president-designate.)

Kiwanis International-European Federation

Kiwanis International-European Federation is a formal, approved federation of Kiwanis clubs and districts in the Europe Region. *KI-EF* or *the European federation* is acceptable on second reference.

Kiwanis-style note: The region's annual meeting is referred to as the *Kiwanis International-European Federation convention*.

Kiwanis International

Used in reference to the international organization—not a district, division or club.

Kiwanis International Board

Uppercase when used as a formal name. Lowercase in other instances.

Example: The highlight of the convention was the election of the Kiwanis International Board. The board begins its term in October.

Kiwanis International Foundation

The Kiwanis International Foundation is the fundraising and grant-making entity of Kiwanis International. Uppercase when formal name is used on first reference. For subsequent references, *the foundation* can be used. Do not use the acronym *KIF*.

Kiwanis Kids

Umbrella program that includes K-Kids, Bring Up Grades and Terrific Kids.

kiwaniskids.org

This is the member and public-facing website for Kiwanis Kids, which includes K-Kids, BUG and Terrific Kids.

Kiwanis Latin America

Informal title of the Latin America region that includes Central and South America.

Kiwanis magazine

The official title of Kiwanis International's official printed publication is *Kiwanis*. Capitalize the "K" in *Kiwanis*. When it is followed by the word *magazine*, lowercase the "m." Do not use *the* in front of *Kiwanis magazine*.

Example: Roe Fulkerson was editor of Kiwanis magazine for many years.

Exception: The official printed publication has had several titles in its 100-year history. Generally, refer to the publication as *Kiwanis* or *Kiwanis magazine*, but when referring to a specific issue, use the name of that period:

February 1917 through June 1918: Kiwanis Club
August 1918 through September 1918: The Kiwanis Hornet
October 1918 through February 1920: The Kiwanis Torch
March 1920 through September 1976: The Kiwanis Magazine
October 1976 through present: Kiwanis

kiwanis.org

This is the public-facing website for Kiwanis International.

kiwanismagazine.org

This is the public-facing blog/website for Kiwanis magazine.

KIWIN'S

KIWIN'S began in 1973 as an all-female club similar to Key Club, which did not allow female members at the time. After Key Club started admitting female members, KIWIN'S clubs evolved into Key Clubs, although some prefer to keep their original name. KIWIN'S are actually KIWIN'S Key Clubs in the California-Nevada-Hawaii KIWIN'S Key Club district; there are more than 50 on the United States west coast.

Never make reference to a KIWIN'S club without mentioning Key Club. KIWIN'S Key Clubs do not have to be mentioned separately when listing the Kiwanis family.

kkids.org

This is the member and public-facing website for K-Kids.

K-Kids

K-Kids is a student-led community-service organization, which operates under school regulations and draws its members from the student body. It is the fastest-growing service organization for elementary students worldwide. These clubs are ideally suited for students in grades 1 through 5 (ages 6 to 12). Members of K-Kids clubs can be referred to as K-Kids members or K-Kids.

Kiwanis-style notes: When identifying a K-Kids club by its formal name, uppercase Club. Lowercase club in other instances.

Examples:

She is a member of the K-Kids Club of Lincoln Elementary School.
She is a member the Lincoln Elementary School K-Kids Club.
Lincoln Elementary School wants to start a K-Kids club.

L

Large Scale Service Project or LSSP

A Circle K International convention-related service event that involves a large number of participants. It is acceptable to use "LSSP" on second reference.

Legion of Honor

Kiwanis recognition program for people who have been members of one or more clubs for 25 years or more. Uppercase as shown.

lieutenant governor

In general copy, spell it out and lowercase. When used as part of a formal title before a name, abbreviate and capitalize, per AP style.

Examples:

Lt. Gov. Vanna Lee Wells of Division 17 will be a keynote speaker.
Vanna Lee Wells, lieutenant governor of Division 17, will be a keynote speaker.

life member status

Refers to status of a member who has paid the one-time life membership fee to Kiwanis International, which relieves their club of paying dues for that person afterward. (Some districts have their own life member status as well.) Lowercase.

M

magazine

See Kiwanis magazine entry

motto

Kiwanis International's official motto is "Serving the Children of the World."
Note: For historical purposes, "We Build" was the official motto 1920–2005.

membership classification

Kiwanis has three classifications of membership: active, senior and honorary. (A former fourth class of privileged was eliminated October 1, 2010.) Active is standard membership; senior members pay regular dues but have relaxed attendance requirements; honorary have no dues or attendance requirements. Never capitalize. Other terms may be used informally (and incorrectly) by clubs and districts. See also **life member status** entry.

multiple club membership

Use *multiple club membership* if a member belongs to three or more clubs or if you're not sure how many clubs he/she belongs to. (*Dual membership* is acceptable if you know a member belongs to no more than two clubs; otherwise, use *multiple club membership*.) Normally, use a Kiwanian's primary club for identification purposes, unless specifically referring to his/her relationship with another club.

N

names

If known, use member's preferred form of name, which may include a nickname. Otherwise, in first reference, use full name, including middle initials if possible. Use last names on second reference. This is true for Kiwanis magazine, CKI publications and Key Club magazine (if we're sure the youth are age 16 or over) or when referring to members of these organizations.

Important: When referring to any K-Kids members, use only first name on second reference because of the audience. Do not use last name.

Our formal lists of officers includes nicknames after the middle name or initial. However, some officers prefer to use nicknames as their "official" names.

Examples:

David A. "Dave" Curry prefers to go by simply Dave Curry.

Alex. A "Bo" Shafer Jr., prefers to go by simply Bo Shafer.

new-club building/builder

Do not use this phrase anymore. Use *club opening/opener* instead. (July 7, 2013)

Nondistricted clubs

Check latest Kiwanis directory for current status.

O

Objects of Kiwanis

The six permanent Objects of Kiwanis. Uppercase as shown. After first reference, uppercase *Object* or *Objects*. See the Kiwanis Objects at kiwanis.org/objects.

P

past officers

When referring to a past club, district or Kiwanis International officer, do not capitalize the word past, since it is not part of their former title nor a current office.

photos

See the Kiwanis brand guide for details (KiwanisOne.org/standards).

policy/policies

Never capitalize unless referring to the official document of a club, district, etc.

postal code

Never use *ZIP code*, as *ZIP code* is a U.S.-specific term.

procedure(s)

Never capitalize unless referring to the official document of a club, district, etc.

Q

R

Region

Kiwanis currently has seven regions, listed below. Do not capitalize *region* unless used immediately after the name as a title.

Examples:

Kiwanis has seven regions, one of which is Latin America.
Africa is one of our newest regions.

Kiwanis regions:

- Africa
- Asia-Pacific
- Canada and Caribbean
- Europe
- Latin America
- Middle East
- United States and Pacific Canada

resolution(s)

Capitalize when referring to a specific resolution.

(Amendments propose changes to specific provisions in the bylaws. Resolutions propose adoption of matters that do not specifically change the bylaws, such as supporting the president’s goals, working more closely with a Kiwanis partner, etc.) See also Amendments for distinction between amendments and resolutions.

Example: The House of Delegates unanimously approved Resolution No. 1. Other resolutions were defeated.

S

satellite

A satellite is an extension of a club but meets at another time and often operates independently. Satellites often help clubs expand into a new area or demographic—particularly if the group isn’t large enough to become its own club. Do not use the terms *satellite members* or *satellite club*.

seasons

Avoid references to spring, summer, fall or winter. Instead use the month(s).

Service Leadership Programs

Always capitalize any reference to Kiwanis programs. See kiwanis.org and individual program sites.

circlek.org
keyclub.org
buildersclub.org
kiwaniskids.org

aktionclub.org

Serving the Children of the World

Serving the Children of the World is Kiwanis International's motto.

single service project

A Service Leadership Program club may choose to highlight its participation in one service project during their school year in hopes of winning the single service project award. Each Service Leadership Program offers a single service project award.

subregion

Refers to a geographical area represented by a member of the Circle K International Board. One word in all cases; no hyphen. It should only be capitalized when referring to a specific subregion.

Example: Subregion G

T

telephone numbers

Use numbers and separate with hyphens, not periods.

- For **international numbers**, list the country code, city code and telephone number. Include + at the beginning if you are using a complete telephone number including the country code:
+44-20-7535-1515.
- For **toll-free numbers**, include the area(s) in which the number can be used: 1-800-549-2647 (U.S. and Canada). If the material is intended for residents outside the area(s), including on the Web, provide a worldwide alternative: +1-317-875-8755 (worldwide).
- If **extension numbers** are needed, use a comma to separate the main number from the extension:
+1-212-621-1500, ext. 2. The abbreviation *ext.* may be used. In cases where the same extension is used for both a toll-free and worldwide number, use either of the following:

Examples: Call ext. 2 at 1-800-549-2647 (U.S. and Canada) or +1-317-875-8755 (worldwide)

(or) 1-800-549-2647, ext. 2 (U.S. and Canada) or +1-317-875-8755 (worldwide)

time

Use numbers except for midnight and noon. If the time is on the hour, it is not necessary to include zeroes following the colon. Use periods with a.m. and p.m.

Examples: 3 a.m. 4:30 p.m. 3 a.m.–6 p.m. 3–5:30 p.m.

time zones

Include global time zones at origination point for international Internet events such as webinars. See greenwichmeantime.com.

U

United States and Pacific Canada

Use United States and Pacific Canada when referring to this Kiwanis region. See also: Region.

URL

Avoid using http:// or www. before a url in copy. Capitalize “words” within a URL only when the URL owner does; don’t capitalize on your own. Most URLs are all lowercase. Kiwanis does not use capitalization in its website URLs.

V

vice president

No hyphen. See the entry on **titles** for guidelines on capitalization.

voluntarism; volunteerism

Generally, *volunteerism* is preferred.

W

Worldwide Service Project

A 1990s Kiwanis-family initiative to virtually eliminate iodine deficiency disorders. Avoid using *WSP*, even on second or subsequent references. Use only when referring to the IDD campaign. When referring to The Eliminate Project, use *Global Campaign for Children*, which is the preferred term. (See also the separate style guide for The Eliminate Project.)

Y

Young Children: Priority One

Uppercase, with a colon, no quotation marks or italics. Can use YCPO on second reference (without colon).

youth

If possible, avoid use of the word *youth* in reference to a young person or sponsored programs. Use words such as *young person* or *child*. If the word is used, do not use *youths* as the plural form. Rather, use *youth* as a collective reference to those who are young. Also avoid *youngster* or *youngsters*.

Z

ZIP code Use *postal code* instead.