

Kiwanis International style guide for the written word

October 28, 2016

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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.

Every major newspaper, magazine and website has a style guide, as do many organizations and corporations. They quite simply are necessary to build a unified identity. Our style guide will ensure all communications convey the same messages to the Kiwanis family, solidifying the identity of Kiwanis International and preserving the Kiwanis brand.

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 as well.

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.

This reference can go at the bottom of a Word document or the back of a piece of print collateral. There are also special rules about envelopes. The 501(c)(3) status is only pertinent in the U.S. If you have questions about 501(c)(3) status, please see a communications team member or a member of the abovementioned groups.

A

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

- **titles:** Capitalize titles when used before a full name. Some titles are abbreviated: Sen., Rep., Gov., Lt. Gov. and Dr.

Example: Lt. Gov. Richie Rich met the children at the door.

- **states and provinces:** In general, do not abbreviate states and provinces because Kiwanis is an international organization. On first reference, most cities in the U.S. need a state and most cities in Canada need a province. If the city is not in the U.S. or Canada, city and country will do.

Per AP style, certain cities don't need to be followed by a state, province or country, even on first reference. For a full list see the datelines entry of the AP stylebook.

- **names:** Abbreviate junior and senior as Jr. and Sr. when used with full names of people. Do not precede with a comma.

Example: Joseph G. "Joe" Granados Jr.

- **headlines:** Avoid the use of abbreviations in headlines unless they are universally recognizable.

Acceptable abbreviations: FBI, U.S., NASA, ABC-TV, UNICEF, EU, UN

NOTE: Do not follow the first reference with the abbreviation in parentheses. If the abbreviation or acronym would not be clear on second reference, do not use it.

- **first and second reference:** If Kiwanis-specific acronyms are universally recognizable throughout Kiwanis-family organizations, such as CKI, use the abbreviation on second reference. Do not use an abbreviation or acronym for the Kiwanis International Foundation.

NOTE: Do not follow the first reference with the abbreviation in parentheses. If the abbreviation or acronym would not be clear on second reference, do not use it.

Example: Circle K International is the premier collegiate community service organization in the world. With more than 13,700 members in 17 nations, CKI is making a positive impact on the world every day.

addresses Postal conventions vary from country to country, so it's best to look them up on an individual basis.

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

Africa Use Africa when referring to this Kiwanis region. See also: Region.

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.

amendment(s) Capitalize when referring to a specific amendment. (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 Boys Clubs/Girls Clubs, etc.) See also: Resolutions.

Example: The House of Delegates unanimously approved Amendment No. 1. Other amendments were defeated.

NOTE: “No. 1” is Associated Press style.

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

Asian names For English materials, always list family names last. Translators will use proper naming formats for materials produced in languages other than English.

Example: Wen-Pin Su (Wen-Pin, given name; Su, family name)

B

board of trustees *board* is preferred on first references of the Kiwanis, CKI or Key Club boards. Capitalize only when organization name appears with it.

Examples: Kiwanis International Board of Trustees or Kiwanis International Board (note caps), the Kiwanis board (note lower case)

book titles Per AP style, use quotation marks. Capitalize articles or words of fewer than four letters only if it’s the first word of the title. The Bible is an exception to the quotation rule. (*see composition titles, AP*)

Kiwanis-style note: This rule applies to all creative works of art.

Examples: The “Mona Lisa”
“The Hitchhiker’s Guide to the Galaxy”

Bring Up Grades or BUG, is a program that provides recognition to 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 is the largest service organization for middle school and junior high school students (generally, ages 12 to 14), with more than 45,000 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.

bylaws Always uppercase when referring to official document titles; otherwise use lowercase, especially when referring to bylaws of Kiwanis clubs and districts.

Kiwanis-style note: Never hyphenate (by-laws).

Examples: Our club amended its bylaws to conform to the Standard Form for Club Bylaws.

The Kiwanis International Bylaws may be amended by the House of Delegates.

The district bylaws establish rules for clubs in each district.

The France-Monaco District Bylaws are being reviewed.

C

Canadian provinces When referring to Canadian provinces, it is not necessary to use “Canada” as part of the identification.

Example: The Kiwanis Club of Niagara Falls, Ontario

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 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.

Council See Kiwanis International council

currency Kiwanis is an international organization, but most of our members and potential members are from the United States. This can—and does—result in a U.S. bias in our content, which is noticed by our non-U.S. readers. In addition, Kiwanis International has the challenge of teaching all members that we are a global organization and not an “American” group. Using international currencies is one way to offset U.S. bias and remind members that we are a global organization.

Use U.S. dollars when referring to Kiwanis International costs, such as convention registration, Kiwanis Family Store prices and Kiwanis International budgets.

Use local currency when reporting funds raised or expenses from a local, district or national event, such as a club fundraiser. Do not include a parenthetical conversion.

Use the appropriate currency code (see below) before the unit of money, and use the code only one time in a story, on the first reference (unless several currencies are used throughout a story; then, use the proper code for each).

If it is necessary to use a conversion for the sake of clarity, use this online converter when a currency conversion is necessary:

<http://finance.yahoo.com/currency-converter/#from=CHF;to=USD;amt=1>

Examples:

US\$10,000 (10,000 US dollars)
CAD\$10,000 (10,000 Canadian dollars)
GBP300 (US\$450.75) (300 British pounds equal \$450.74.)
ISK300 (US\$2.22) (300 Icelandic krona equal \$2.22.)

The more common currency codes for our Kiwanis context are:

| | |
|-----|-----------------------|
| AUD | Australian dollars |
| GBP | British pounds |
| CAD | Canadian dollars |
| CZK | Czech Koruna |
| EUR | European euros |
| XPF | French-Pacific francs |
| HKD | Hong Kong dollars |
| ISK | Icelandic krona |
| JPY | Japanese yen |
| MYR | Malaysian ringgit |
| MXN | Mexican pesos |
| PHP | Philippine pesos |
| SGD | Singapore dollars |
| CHF | Swiss franc |
| TWD | Taiwanese dollars |
| USD | United States dollars |

Reference <http://www.accuitysolutions.com/rc-currency-abbreviations.html> for abbreviations.

D

dashes In general, follow AP style. No spaces before or after dashes.

- *EM dashes* (—) are used for conversational asides or, as AP describes it, an abrupt change, whereas colons are used to introduce lists.

Example: With Canada’s Kiwanis clubs represented by three districts—one of which is shared with the United States—this one serves as the center of Canadian Kiwanis.

- *EN dashes* (-) are used when indicating time spans.

Example: The seminar takes place from 1–3 p.m.

dates Use the entire month (no abbreviations), day and year, including all four digits of the year. Be aware that countries other than the U.S. may order the date, month and year differently. When a date occurs at the beginning or middle of a sentence, always use a comma after the year.

Example: January 1, 2013, or 1 January, 2013, is the date

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.

department names In general, do not abbreviate department names unless the department has a universally recognized abbreviation, such as IT (Information Technology department). Even then, use discretion. Lowercase *department* unless it is part of an official title.

Example: The United States Department of Agriculture researched the topic.
The shipping department includes several employees.

-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 still in the process of formation. Check latest Kiwanis directory for club 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

dollars In general, follow AP style. Use figures to express exact or approximate amounts. Use "US" without a space in front of United States dollar amounts. Please see the AP style book for references for other nations that use dollars.

Examples: US\$7 US\$3.85 about US\$1,500 more than US\$500 US\$63,000

Though Kiwanis is an international organization, the primary audience for Kiwanis magazine and other Kiwanis-family publications reside in the U.S. In Kiwanis-family materials, money amounts are expressed in U.S. dollars as indicated above. See also **currency** entry.

dual 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. (Use Personify or contact Kiwanis International Office to verify if someone is a multiple club member.)

E

Eastern Canada and Caribbean Use Eastern Canada and Caribbean when referring to this Kiwanis region. See also: Region.

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

See also: -designate.

email Lowercase unless at the beginning of a sentence. No hyphen. Can be used as a noun or verb.

Examples: Email Kiwanis International for more information.
For more information, email Kiwanis International.

educational systems Please keep your audience in mind when using terms that relate to educational systems, which differ from country to country. Be aware that *college* has a different meaning in different countries. When possible, use the term *university* instead. *High school, elementary school, grade school, secondary school* and *primary school* also have different meanings in different countries. Consult with the program specialist for the area and region you're covering to determine which term to use.

The Eliminate Project On first reference, use The Eliminate Project: Kiwanis eliminating maternal/neonatal tetanus. Never use the word “Eliminate” without “The” in front of it and “Project” after it. Do not type the word “Eliminate” in all caps (ELIMINATE). Always capitalize the “T” in “The.” On second reference, use The Eliminate Project. Don’t refer to The Eliminate Project as a Worldwide Service Project; instead, call it the Global Campaign for Children.

Never refer to the campaign as “The Eliminate Campaign.” On first reference, use The Eliminate Project’s fundraising campaign. On second reference, use fundraising campaign or campaign (lowercase “f” and “c”).

TheEliminateProject.org This is the public-facing website for The Eliminate Project.

Europe Use Europe when referring to this Kiwanis region. See also: Region.

F

foreign words/phrases Italicize on first reference, unless the foreign word is a geographical name.

Example: Members of the K-Kids Club in Guéret, France, sold candy during an event called *Le salon des bonbons régionaux*—the regional candy fair.

Formula (The) The name of the initiative is “The Formula.” Even within sentences, “The” is capitalized. Following are preferences from The Formula committee:

- Rather than "Global Campaign for Growth", please use "The Formula"
- Rather than "campaign", please use "initiative"
- Rather than "new-club builder", please use "club opener"
- Rather than "new-club building", please use "club opening"
- Rather than "recruiting/recruitment", please rework the sentence to use "invite/inviting"
- Rather than "growth", please use "strengthening" or "membership" (depending on the context)

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 Key Club program a \$500 grant. Sponsored programs will continue to grow stronger with support from the foundation.

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*, but try to rewrite the sentence to avoid this situation.

Example:

- Not: A Kiwanian should serve their community.
- OK: A Kiwanian should serve *his or her* community.
- Reworded: Kiwanians should serve their communities.

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.

Internet Always uppercase.

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

Kiwanis-style notes: Note that *disorders* is plural while *IDD* is always singular. For variety or to make text less cumbersome, use of iodine deficiency is permissible.

Examples:
Kiwanis is fighting iodine deficiency disorders.
She has cretinism, an iodine deficiency disorder.

K

K-family A reference to the Kiwanis family. “Kiwanis family” is preferred. See Kiwanis family entry.

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.

Key positions Effective October 1, 2016, the responsibilities of three former district committees were transferred to a new category of appointments called “key positions”: risk manager, youth protection manager, The Formula (membership/club opening) coordinator, leadership development coordinator, partnership coordinator, public relations coordinator. For capitalization, refer to the entry “[Titles](#).”

Kiwanian Acceptable reference to a member of a Kiwanis club.

Kiwanis Asia-Pacific, though not equivalent to a federation, 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 Children’s Fund is the branded name of the Kiwanis International Foundation. In first reference, uppercase Kiwanis Children’s Fund. On second reference, uppercase Children’s Fund. Do not abbreviate the name to KCF. Avoid double possessive, such as “Children’s Fund’s program, by writing “a program of the Children’s Fund.” (See also: “Kiwanis International Foundation.”)

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

Examples:

Formal: the Kiwanis Club of Boise, Idaho

Formal: the Boise, Idaho, Kiwanis Club

Kiwanis-style note: Formal names and accents can be found in the Kiwanis directory and club bylaws.

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 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-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 part of 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 See "Kiwanis Children's Fund."

The Kiwanis International Foundation is the fundraising and grant-making entity of Kiwanis International. In most uses, refer to it as the Kiwanis Children's Fund. If you need to refer to the "Kiwanis International Foundation," uppercase when formal name is used on first reference. For subsequent references, *the foundation* can be used. Do not use the acronym *KIF*.

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 Junior Kiwanis-sponsored program for young adults in Europe. *Kiwajunior* no longer should be used. It is appropriate to say, when mentioning Kiwanis Junior for any reason, that it is a Kiwanis-sponsored program.

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.

KiwanisOne.org This is the website for Kiwanis members. To differentiate between the member and nonmember websites and to help people remember our URL, we capitalize the “words” in our Web address and we use KiwanisOne.org.

Kiwanis titles Uppercase titles when they are used formally, and in accordance with Associated Press style. Lowercase in other instances. See also the **abbreviations** entry on **titles**, the **Kiwanis International officers** entry and the **titles** entry.

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.

Kiwanis-style note: Style rules for Kiwanis International, district and club officers also apply to officers of other Kiwanis-family organizations.

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 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.

Latin America Use Latin America when referring to this Kiwanis region. See also: Region.

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.

Middle East Use Middle East when referring to this Kiwanis region. See also: Region.

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. (Use Personify or contact Kiwanis International Office to verify if someone is a multiple club member.)

N

names If known, use member's preferred form of name, which may include a nickname. Otherwise, in first reference, use full name as shown in Personify, 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)

Non-districted 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 Include a variety of cultures in photos but avoid stereotypes. Avoid American football jerseys, baseball caps, shorts, etc., in global pieces. See the Kiwanis brand guide for more 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.

R

Region Kiwanis currently has seven regions, listed below. Do not cap 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.

NOTE: “No. 1” is AP style.

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 KiwaniisOne.org and individual program sites.

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

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

staff titles Follow AP style for staff titles. In other words, do not capitalize these titles unless they are used before the person's name.

*Example: Executive Director Stan Soderstrom
Stan Soderstrom, executive director
Publisher Jack Brockley
Jack Brockley is publisher of Kiwanis magazine.*

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)

On the back of all Kiwanis printed materials, business cards and letterhead, use this format for Kiwanis telephone numbers:

Worldwide: +1-317-875-8755 • USA and Canada: 1-800-KIWANIS.

Interior pages of printed materials that target an audience in the United States would not need "+1" before U.S. telephone numbers. Interior pages of printed materials that target an international audience would need "+1" before U.S. telephone numbers, as a "+" indicates that the telephone number includes a country code. See countrycallingcodes.com.

For international material, when creating forms or allowing space for a telephone number to be written in, ask for country code and phone number to ensure that all are included.

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.

titles Follow Associated Press style, which states: In general, confine capitalization to titles used directly before an individual's name. When titles are used before names, it is acceptable to abbreviate the titles of governor and lieutenant governor. However, titles are lowercase when no name is present or if they appear after a name. Do not use professional and educational designations, such as M.D., Ph.D., M.B.A. or C.P.A., after a name. An exception can be made when the professional designation truly provides credibility and meaning to the piece.

When situations require formality, choose the more formal option: Put titles before names and capitalize them.

Examples:

Gov. George Kinzer of the Rocky Mountain District

Lt. Gov. Faye Dedmen of Division 2 of the Kentucky District

Kiwanis International President Paul Palazzolo

Paul Palazzolo, Kiwanis International president

Vice President Jane Erickson

Jane Erickson is the vice president

The Kiwanis International president is a respected leader.

U

United States Use periods for the abbreviation, U.S. within texts. In headlines, it's US (no periods). Also, when stating currency, no periods (US\$40,000).

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. 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

Web Short for World Wide Web. For Web-related words, capitalize *Web* if it is two words, lowercase *web* if it is one word, as demonstrated in the next handful of entries: See also URLs entry. See AP stylebook for more examples.

webcam

webcast

Web feed

webinar

webmaster

Web page

Web server

website

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 new, 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.