

KIWANIS STYLE GUIDE

Updated August 21, 2020

Written style needs to be consistent, just as Kiwanis' branding and visual communication need to be consistent. This style guide is designed to ensure Kiwanis materials adhere to correct and consistent written style and that writing reflects our organization's global and inclusive membership.

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. The Kiwanis 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.

501(c)(3)

Use the following tagline for fundraising/promotional pieces for Key Club, Key Leader, Kiwanis Kids programs and Builders Club: A Kiwanis Youth Programs Inc. Program.

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 United States. If you have questions about 501(c)(3) status, please contact a communications team member or a staff member of the abovementioned groups.

A

abbreviations and acronyms

For clarity, avoid the use of abbreviations and acronyms.

On first reference, spell out the name, unless the abbreviation or acronym is universally accepted (see list below for examples). On subsequent references, use either the name or abbreviation.

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

Children's Fund: Do not use initials or acronyms to identify the Kiwanis Children's Fund or the Kiwanis International Foundation.

Conventions: Avoid using acronyms such as ICON and DCON.

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

Leadership titles: Capitalize titles when used before a full name. Some titles are abbreviated: Sen., Rep., Gov., Lt. Gov. and Dr. (Dr. is only used when it's pertinent to the story.)

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

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.

States and provinces: Do not abbreviate states and provinces.

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.

addresses

Postal conventions vary from country to country — and some don't use them at all. It's always best to look them up on an individual basis.

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

advisor

Advisor is preferred for Kiwanis style instead of adviser.

NOTE: This is an exception to Webster's dictionary's primary spelling.

Aktion Club

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

aktionclub.org

This is the official website for Aktion Club. Do not capitalize.

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 & Girls Clubs, etc.

Example:

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

See: resolutions

NOTE: "No. 1" is Associated Press style.

area

Kiwanis areas are groups of Kiwanis districts within the structures of the Kiwanis Children's Fund and Membership and Education. The term *volunteer ambassador* is used to identify Children's Fund area leaders, and the terms *chair* and *director* are used to identify Membership and Education area leaders. For Membership areas, the word *Kiwanis* precedes the name of the area. Try not to repeat the use of the word *area* in a sentence.

Examples:

- Brad Boyd is the area director supporting Kiwanis Central USA.
- Kiwanis Central USA Area Director Brad Boyd suggested five club-strengthening methods.
- Maple Levine is the Kiwanis Children's Fund volunteer ambassador for the Western USA and Western Canada areas.

Membership and Education and Kiwanis Children's Fund areas are:

- Asia-Pacific
- Canada & the Caribbean
- Central USA
- Europe
- Mid-Central USA
- Midwest USA
- Northeast USA
- Southeast USA
- Western Canada
- Western USA

See: region

Asia-Pacific

See: Kiwanis Asia-Pacific

B

board of trustees

Capitalize when using the formal name. Kiwanis International Board of Trustees and Kiwanis International Board are both recognized as formal. This rule also applies to the CKI Board and the Key Club International Board.

Do not capitalize the "b" for informal use, such as the Kiwanis board.

NOTE: Never use international board without identifying the organizational name.

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)

NOTE: This rule applies to all creative works of art, including movie titles, poetry, paintings, etc.

Examples:

- The "Mona Lisa"
- "The Hitchhiker's Guide to the Galaxy"

Bring Up Grades

Bring Up Grades or BUG is a program that provides recognition to students who meet a goal of improving their grades and maintain or continue to raise them from one grading period to the next.

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 students. For other educational systems, this generally is a program for students ages 11 to 14.

Capitalize both words in singular and plural versions of the formal name of the organization. There is no apostrophe in the word *Builders*. The c is always capitalized.

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

buildersclub.org

This is the official website for Builders Club. Do not capitalize.

bylaws

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

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.

NOTE: Never hyphenate (by-laws).

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

Circle K International or CKI

Circle K International is the premier community-service, leadership-development and fellowship organization at the university level in the world. Spell out on first reference. Officially, it also 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 or CKI’ers.

Uppercase the letter “c” of *club* only when using the club’s official name.

See: club names.

Examples:

- Correct: Circle K Club of Indiana University, Bloomington, Indiana
- Incorrect: At Indiana University in Bloomington, Indiana, the Circle K Club has 60 members.

Circle K International’s official convention name is CKIx.

circlek.org

This is the official website for Circle K International. Do not capitalize.

CKI magazine

Formerly the official publication of Circle K International, which has not been published since 2015. CKI now uses email newsletters and social media to reach members.

club names

The "c" in club is sometimes lowercase for Kiwanis, CKI and K-Kids but always uppercase for Builders Club, Aktion Club and Key Club.

For Kiwanis, CKI and K-Kids clubs, capitalize the "c" of *club* when used as part of the formal club name. Use lowercase in other contexts.

Examples:

- The Kiwanis Club of Zionsville, Indiana (official structure)
- Zionsville, Indiana, Kiwanis Club (acceptable as an official structure)
- The Snacks Crossing Builders Club
- The Builders Club of Snacks Crossing
- There's a Kiwanis club in Zionsville.

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.

Example:

- Sharon Wilson is secretary of the Kiwanis Club of the Foothills, South Dakota.

Some clubs include the name of their states, provinces and nations in their official names. Others include the word *Kiwanis* in their official names. Construct the name so it eliminates or reduces repetition.

Examples:

- The club's official name is Kiwanis Club of Ulaanbaatar, Mongolia
 - Incorrect: The Kiwanis Club of Ulaanbaatar, Mongolia, Mongolia, serves students at an elementary school.
 - Correct: The Kiwanis Club of Ulaanbaatar, Mongolia, serves students at an elementary school.
 - Second reference can be: The Ulaanbaatar Kiwanis Club.
- The official name was Kiwanis Club of Kiwanis Club of Lebanon, Oregon.
 - Use instead: Kiwanis Club of Lebanon, Oregon
- The official name is Kiwanis Club of Kiwanis Emerging Leaders of Norfolk, Nebraska
 - Use instead: Kiwanis Club of Emerging Leaders of Norfolk, Nebraska

Congo

See: Democratic Republic of the Congo

Connelly Medal

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

convention

Capitalize when used with the full name of a specific convention.

Examples:

- Register for the 82nd Annual Kiwanis Florida District Convention.
- Register for the 103rd Annual Kiwanis International Convention.
- Register for the 98th Annual Key Club International Convention.
- Register for the Kiwanis International convention.
- Register for the 2019 Kiwanis International Convention.
- Kiwanis International hosts a great annual convention.

NOTE: Never write “the international convention.” The word international almost always should be preceded by the organization's name.

See: abbreviations

council

See: Kiwanis International council

currency

This “currency” section applies only to Kiwanis International materials that are created for distribution beyond one nation. Generally, this is not applicable to club materials and publications.

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: finance.yahoo.com/currency-converter.

Example:

- GBP300 (US\$450.75)

The more commonly referenced currency codes for Kiwanis context are:

- AU\$ Australian dollars
- GBP British pounds
- CA\$ Canadian dollars
- CZK Czech Koruna
- EUR European euros (€ is acceptable: €300)
- XPF French-Pacific francs
- HK\$ Hong Kong dollars
- ISK Icelandic krona
- JPY Japanese yen
- MYR Malaysian ringgit
- MXN Mexican pesos
- PHP Philippine pesos
- SG\$ Singapore
- CHF Swiss franc
- TW\$ Taiwanese dollars
- US\$ United States dollars

Reference accuitysolutions.com/rc-currency-abbreviations.html for abbreviations.

D

dashes

Per AP style, use a space before and after an “em” dash.

Do NOT use “en” dashes.

Dashes are used to signal abrupt change; as one option to set off a series within a phrase; before attribution to an author or composer in some formats; after datelines; and to start 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.

dates

Use the entire month word (no abbreviations) and day. When necessary, use the 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
- 1 January, 2013 (for materials distributed only in areas where this date method is used)

Do not use slashes or hyphens.

Examples:

- Incorrect: 1/1/2013
- Incorrect: 1-1-2013

NOTE: This entry differs from AP Stylebook.

delegates

See: house of delegates

delegates-at-large

See: titles

Democratic Republic of the Congo

Do not use Congo. DRC on second reference. Note “the” is NOT capitalized at the beginning unless the first word in the sentence.

Examples:

- Maternal and neonatal tetanus has been eliminated in the Democratic Republic of the Congo.
- The Democratic Republic of the Congo is the 47th country to have been validated for elimination of maternal and neonatal tetanus since 2000.

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.

Examples:

- The United States Department of Agriculture researched the topic.
- The shipping department is located on the second floor.

NOTE: Sections of the Kiwanis International Office staff are identified as *departments*, such as the Kiwanis International Communications Department.

-designate

Avoid using this term.

This tag is used in rare cases to identify a leader’s status between election and the time they officially assume office. If, for example, on June 25, Jill Doe wins the election for Kiwanis International president-elect, she will not be president-elect until the new Kiwanis year begins on October 1. Between June 25 and October 1, Jill holds the title of Kiwanis International president-elect-designate.

A preferred option, which has permanence, is to use the year of the officer’s term.

Example: Jill Doe has been elected 2031-32 Kiwanis International president.

NOTE: -designate can be used for club and Kiwanis International president, lieutenant governor and governor. But try to avoid its use.

See: -elect

district

Capitalize district only when used as part of a formal district name. Lowercase districts when noting more than one district in a single reference.

Examples:

- He represents the Kiwanis Florida District.
- He represents the Florida District.
- The district she represents is Michigan.
- The Rocky Mountain and Capital districts have responded.
- She is a district administrator.
- District Administrator John Jones
- John Jones, district administrator, attended the meeting.

district convention

See: convention

division

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

Examples:

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

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

NOTE: In a formal division name, the numeral is used, not spelled out.

dollars

Follow AP style. Use figures to express exact or approximate amounts. Use "US\$" without a space in front of United States dollar amounts. See the AP Stylebook for references for other nations that use dollars.

See: currency.

dual member

See: multiple member

E

Eastern Canada and (the) Caribbean

Use Eastern Canada and the Caribbean when referring to the Kiwanis district.

Use Eastern Canada and Caribbean when referring to the membership committee area.

education

Replaces the term workshop for international and district conventions. Do not use the term workshop.

-elect

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

Examples:

- President-elect Tom Johnston is from Colorado.
- The club honored President-elect Dawn Graebel.
- Todd Smith, Florida District governor-elect, set ambitious goals.
- For plural: The governors-elect met for training.

See: -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

This entry does not apply to club and district materials that are created for local distribution where education systems are virtually identical.

Please keep your audience in mind when using terms that relate to educational systems, which differ from country to country. Be aware that *college*, *grade school*, *secondary school*, *junior high*, *middle school*, *high school*, *primary school* and *university* have different meanings in different countries.

When possible, use the term *university* when referring to higher education or post-secondary schools.

Consider your audience and use appropriate terms.

- United States and Canada:
 - *Grade school / elementary* – about 6 to 11 years old (Kiwanis Kids)
 - *Middle school / junior high school* – about 12 to 14 years old (Builders Club)
 - *High school / senior high* – about 15 to 18 years old (Key Club)
 - *University* – adults (CKI)
- Global
 - *Primary school* / (Kiwanis Kids)
 - *Secondary school* /
 - 12 to 14 years old – Builders Club
 - 15 to 18 years old – Key Club
 - *University* / - adults (CKI)

The Eliminate Project

This is Kiwanis' global campaign to virtually eliminate maternal and neonatal tetanus. In partnership with UNICEF USA and through the Kiwanis Children's Fund, Kiwanis members, clubs and districts have raised and pledged funds to provide tetanus toxoid vaccine in nations where maternal and neonatal tetanus remains a threat.

Try to construct your sentence so the word *The* precedes *Eliminate Project*. Do not type the word *Eliminate* in all caps, nor capitalize the letters "m," "n" and "t" within the word. Always capitalize the "T" in *The*. 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."

Examples:

- Preferred: Alicia Lennon chairs The Eliminate Project committee in her club.
- OK: The club's Eliminate Chair Alicia Lennon called the committee to order.

theeliminateproject.org

This is the official website for The Eliminate Project. Do not capitalize.

F

foreign words/phrases

See: international words/phrases

Formula (The)

Do not use The Formula. Correct name is now Membership & Education.

foundation

Uppercase when used as part of a formal name. Lowercase in subsequent references or in other instances.

Examples:

- Incorrect: The Kansas District's Foundation
- Correct: The Kansas District Foundation

See: Kiwanis Children's Fund

fundraiser, fundraising

Never hyphenate. Fundraise is acceptable as a verb.

G

gender

If you know the gender of the person, use the appropriate pronoun.

Example:

- PR Committee Chair Kelli Smith encourages brand compliance within her club.

If gender is unknown, use plural references and plural pronouns "they" and "them."

Examples:

- Correct: Committee chairs should encourage brand compliance within their districts.
- Incorrect: A PR committee chair should encourage brand compliance within his/her district.

Use plural pronouns when referring to an individual of unknown gender.

Examples:

- Correct: The club's president-elect should set their goal for the coming year.
- Incorrect: The club's president-elect should set his/her goal for the coming year.

Global Campaign for Children

Capitalize. This term is seldom used but is the umbrella term for organized worldwide projects. *Global Campaign for Children* replaced the term *Worldwide Service Project*.

See:

- The Eliminate Project
- iodine deficiency disorders
- 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

hashtag

Use the # symbol. Do not spell out *hashtag*. Capitalize words when necessary for readability.

Examples:

- #KidsNeedKiwanis
- #keyclub
- #TOT4UNICEF
- #cki
- #kiwanis

holidays

Many cultures within Kiwanis do not celebrate the same holidays, such as Christmas and Boxing Day. 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.

Examples:

- December is the holiday season.
- Santa Claus arrived during the Christmas parade.

house of delegates

Uppercase when using the official title of the body of delegates that convenes during Kiwanis conventions.

Examples:

- The Kiwanis International House of Delegates approved Amendment No. 1.
- The Alabama District House of Delegates approved Amendment No. 1.
- The house of delegates approved Amendment No. 1.

See: titles

I

interclub

One word, per the dictionary. Should not be hyphenated.

international

Capitalized when used in the formal name of the organizations and in other formal uses, such as referencing a specific leader by name. Otherwise, lowercase. Never use alone with *president*, *board* or *convention*. Instead, use the organization's name:

Examples:

- Kiwanis International president
- Key Club International Board of Trustees
- Circle K International convention.
- Kiwanis International President Donald R. Canaday is proud to be part of a global organization.

international words/phrases

Italicize on first reference, unless the word is a geographical name.

Example:

- The Belgian club's *frietjes* are popular treats at the annual fair.

internet

Lowercase.

iodine deficiency disorders

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

NOTE: Disorders is plural while IDD is always singular.

I Plan

Avoid using this term.

The I Plan was the branded name to launch Kiwanis' organization-wide strategic plan. The preferred terms are Kiwanis Strategic Plan or strategic plan. When the branded name I Plan must be used, always follow it with "Kiwanis' Strategic Plan."

See: strategic plan

K

K-family

This term is discouraged. *Kiwanis family* is preferred.

This is a reference to the Kiwanis family of clubs under the umbrella of Kiwanis International.

See: Kiwanis family

Key Club International

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.

keyclub.org

This is the official website for Key Club International. Do not capitalize.

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

Selected district committees are categorized as key positions. These committee leaders are identified as: risk manager, youth protection manager, membership and education coordinator, partnership coordinator, public relations coordinator.

See: titles

Kids Need Kiwanis

This is the tagline for Kiwanis International's brand campaign. In social media, tag posts with #KidsNeedKiwanis. For general writing — not as a visual element — do not capitalize.

Example:

- Kids Need Kiwanis is our brand campaign illustrating that kids need Kiwanis everywhere in the world.
- Social media post: Kiwanis members help children, because they know #KidsNeedKiwanis.

Kiwanian

Acceptable reference to a member of a Kiwanis club.

KIWIN'S

Use only when identifying a club's name.

KIWIN'S are KIWIN'S Key Clubs in the California-Nevada-Hawaii KIWIN'S Key Club District. Do not refer to a KIWIN'S club without mentioning Key Club.

Example:

- The Key Club of Adolfo Camarillo High School KIWIN's, California

NOTE: KIWIN'S Key Clubs are not mentioned separately when listing the Kiwanis family.

K-Kids

A student-led community-service organization, which operates under school regulations and draws its members from the student body. These clubs are ideally suited for students in grades 1 through 5 (for those outside of North America, that's generally ages 6 to 12). Members of K-Kids clubs can be referred to as K-Kids members or K-Kids.

When identifying a K-Kids club by its formal name, capitalize club. Lowercase club in other instances.

Examples:

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

Kiwanis Asia-Pacific

Though not equivalent to a federation, this 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.

Use only *Asia-Pacific* — without *Kiwanis* — when referring to this geographic region.

Do not use ASPAC.

Examples:

- Manila, the Philippines, will host next year's Kiwanis Asia-Pacific convention.
- The Asia-Pacific region has recorded impressive membership growth over the past decade.

NOTE: The region's annual meeting is referred to as the Kiwanis Asia-Pacific *convention*, not *conference*.

Kiwanis Children's Fund

Kiwanis Children's Fund is the branded name of the Kiwanis International Foundation.

On first reference, capitalize Kiwanis Children's Fund. On second reference, capitalize Children's Fund. Do not abbreviate the name to KCF. Avoid double possessive, such as Children's Fund's program, by using a program of the Children's Fund.

Use of Kiwanis International Foundation should be reserved for legal reference, as well as historical reference, such as when writing about its founding.

Example:

- The Kiwanis International Foundation, now known as the Kiwanis Children's Fund, was founded in 1940.

See: Kiwanis International Foundation

Kiwanis club

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

See: club names

NOTE: Formal names and accents can be found in the Kiwanis directory and club bylaws.

Kiwanis club satellite

This is an internal-only term used to describe an extension of a club in which members meet at a different time or operate independently of the Kiwanis club.

See: satellite member

Kiwanis family

Kiwanis family refers to the relationship among recognized programs and organizations within Kiwanis International, including Kiwanis clubs, Service Leadership Programs and the Kiwanis Children's Fund.

Note: Do not hyphenate.

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 Children's Fund to promote sponsored programs and involvement and engagement among clubs.

Capitalize *Family* and *Month* when used with the full title: *Kiwanis Family Month*.

Kiwanis Family Store

Formal name of the merchandise division of Kiwanis International.

Store website: store.kiwanis.org

Kiwanis International

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

Kiwanis International Board

Uppercase when used as part of the 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 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 of Trustees. The term *council* is also frequently used to refer to the meeting of this body.

Capitalize only when using official name; otherwise, lowercase.

Example: The Kiwanis International Board of Trustees can consider calling for a meeting of the Kiwanis International Council. If called, the council will meet to discuss plans.

Kiwanis International-European Federation

A formal, approved federation of Kiwanis clubs and districts in the Europe region. KI-EF or the European federation is acceptable on second reference.

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

Kiwanis International Foundation

The Kiwanis International Foundation's branded "doing business as" name is the Kiwanis Children's Fund. It is the fundraising and grant-making entity of Kiwanis International. In nearly all uses, refer to it as the *Kiwanis Children's Fund*. If you need to refer to the *Kiwanis International Foundation*, do not use the acronym KIF.

See: Kiwanis Children's Fund

Kiwanis International Office

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* or *corporate*.

Kiwanis International officers

The titles of these officers should be capitalized before the specific name but lowercase in other uses. Do not use the word international in a title without Kiwanis.

Examples:

- Kiwanis International President John Doe lives in Indianapolis.
- Kiwanis International Trustee Benjamin Franklin is here.
- Martha Jones is the Kiwanis International president-elect.
- Tina Chase was elected as a Kiwanis International trustee this year.
- He is the Kiwanis International president.
- Kiwanis International Past President Tom Bud is attending the meeting.
- Kiwanis International Vice President Avery Jones is at the office.
- Kiwanis International Immediate Past President Katie Lee will be the keynote speaker.

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, addressed the crowd. (This sentence would work in any year, including the period in which Neal was president-designate.)

See: international

NOTE: We no longer hyphenate *vice president*.

Kiwanis Junior

Kiwajunior and Kiwanis Junior should no longer be used.

Kiwanis Kids

This is an umbrella program that includes K-Kids, Bring Up Grades and Terrific Kids.

kiwaniskids.org

This is the official website for Kiwanis Kids, which includes K-Kids, BUG and Terrific Kids. Do not capitalize.

Kiwanis magazine

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

Example:

- Kiwanis magazine published an award-winning article about the Tennessee wildfires.

NOTE: 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 official website for Kiwanis International. Do not capitalize.

kiwanismagazine.org

This is the official website for Kiwanis magazine. Do not capitalize.

kkids.org

This is the official website for K-Kids. Do not capitalize.

Kiwanis titles

Capitalize titles when they are used formally and in accordance with Associated Press style. Lowercase in other instances.

See: abbreviations

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.

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

Kiwanis Youth Programs Inc.

This is the 501(c)3 corporation encompassing CKI, Key Club International, Builders Club, K-Kids, Key Leader, Bring Up Grades and Terrific Kids.

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

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

lieutenant governor

Generally, spell it out and use 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

This refers to status of members who have paid one-time life-membership fees to Kiwanis International, which relieves their clubs of paying dues for those persons afterward. Some districts have their own life-member status as well.

Lowercase and hyphenate.

M

magazine

See: Kiwanis magazine

motto

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

NOTE: For historical purposes, "We Build" was the official motto from 1920 to 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 the only status recognized in bylaws and is standard membership.

Internally, clubs can informally designate senior or honorary memberships. Senior members pay regular dues but have relaxed requirements; honorary members have no dues or attendance requirements.

Generally, refer to an active, senior or honorary member using just the word *member*, unless a classification is important to the context of the story.

See: life-member status

Middle East

Use Middle East when referring to this Kiwanis area.

mission statement

Kiwanis International's mission statement is "Kiwanis empowers communities to improve the world by making lasting differences in the lives of children."

multiple-club membership

Normally, use a Kiwanian's primary club for identification purposes, unless specifically referring to the member's relationships with other clubs.

If needed in the context of the story, use *multiple-club member* or *multiple-club membership*.

Examples:

- In these examples, Sam Higgins is a member of the Kiwanis clubs of Lowell, Lyle and Littleton, and his primary club is the Lowell Kiwanis Club.
 - Sam Higgins, a member of the Kiwanis Club of Lowell, is a candidate for governor.
 - Sam Higgins, a member of the Kiwanis Club of Lyle, will serve as grand marshal for the Lyle Fall Festival parade.
 - Sam Higgins devotes three hours of service each week through his multiple-club membership.
 - Multiple-club member Sam Higgins devotes three hours of service each week.

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 family names on second reference.

Asian names

In 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)

Nicknames

Use names as they appear in Kiwanis International records: given name, middle name or middle initial, nickname, family name. However, some members prefer to use nicknames as their given names.

Examples:

- David A. "Dave" Curry prefers to go by *Dave Curry*. Curry on second reference.
- Alex. A "Bo" Shafer Jr., prefers to go by simply *Bo Shafer*.

Youth names

It is acceptable to use only first names for members of K-Kids and Builders Club and children 12 years old and younger. Use last names of Key Club and Circle K members on second references.

nation (Kiwanis nation)

If an area does not have sufficient clubs or membership to be a district or provisional district, the area may be designated as a Kiwanis nation. The national coordinator is appointed by the Kiwanis International executive director.

The name of a Kiwanis nation begins with the word *Kiwanis*, followed by the name of the nation.

Example:

- Smith is national coordinator of Kiwanis Albania.

new-club building/builder

Do not use this phrase anymore. Use “club opening/opener” instead.

O

Objects of Kiwanis

Capitalize as shown. After first reference, uppercase *Object* or *Objects*.

See: kiwanis.org/objects

on-site

P

partners

Partnerships are approved relationships between Kiwanis International and other entities that bring value to clubs and members by providing services and products that enhance service and work in communities.

See updated list of Kiwanis partners at kiwanis.org/partners. For CKI, visit circlek.org/service#partnerships. For Key Club, visit keyclub.org/partners.

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 his or her 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. Also avoid seasonal content, especially for materials created for social media and global distribution.

See: kiwanis.org/prtips

policy/policies

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

postal code

This entry does not apply to clubs and districts when creating materials and publications for distribution within the United States.

Use *postal code* instead of countries' postal system terms, such as ZIP Code.

procedure(s)

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

provisional district

If an area does not have sufficient clubs or membership to be a district, the area may be designated as a provisional district. The elected leader of a provisional district has the title of chair. Uppercase when used with specific area. Otherwise, lowercase.

Examples:

- Kim chairs the Korea Provisional District.
- The elected leader of a provisional district has the title of chair.

R

region

Kiwanis uses the term *region* to identify two levels of leadership structure.

- At the district level, some districts group divisions into regions, which are led by trustees.
- At the Kiwanis International level, districts are grouped into seven regions for representation on the Kiwanis International Board of Trustees.

Capitalize *region* *only* when used in its official, full construction. The word *Kiwanis* should precede the region name on first reference. Try not to use the word *region* more than once in the same sentence.

Examples (Kiwanis International level):

- Kiwanis has seven regions, one of which is Kiwanis Latin America.
- Africa is one of our newest regions.
- The Kiwanis Asia-Pacific Region is the fastest growing. (On subsequent references, Kiwanis Asia-Pacific will do.)

Kiwanis International regions:

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

Examples (district level):

- Sheila Moore is trustee of Region A in the Eastern Canada and Caribbean District.
- Carolinas District Trustee Dan Brubaker reported on club achievements.

See: areas

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. Do not use "#."

Example:

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

NOTE: "No. 1" is AP style.

S

satellite members

Clubs may establish one or more meeting days and times for a group of members to meet remotely from the main body of members. Such members are satellite members. Do not use *satellite club* or *satellite group*. Instead, refer to *satellite members*.

Example:

- Correct: Bowden and Telker are satellite members of the Kiwanis Club of Zurich.
- Incorrect: Bowden and Telker are members of the Zurich Kiwanis Club's Young Professional Satellite.

seasons

This “seasons” entry applies only to Kiwanis International materials that are created for distribution beyond one nation. Generally, this is not applicable to club materials and publications.

Kiwanis is a global organization, which means many of our members experience seasonal changes at different times of the year — or not at all. Avoid references to spring, summer, fall or winter. Instead use the month(s).

serial commas

Kiwanis style is to not use the serial comma unless it is needed for clarity.

Example:

- The world is better in terms of poverty, literacy, health, freedom and education.

Service Leadership Programs

Always capitalize any reference to this collection of Kiwanis programs. Do not use the terms sponsored youth, sponsored leadership or sponsored leadership program.

See:

- Circle K
- Aktion Club
- Key Club
- Builders Club
- Kiwanis Kids

Serving the Children of the World

See: motto

signature project

A signature project must:

- Be recurring.
- Enhance the Kiwanis brand.
- Demonstrate significant impact on the community in terms of monies raised or children served.
- Strengthen membership and partnership opportunities.

Lowercase, except in reference to the Signature Project Contest.

single service project

No hyphens.

A Service Leadership Program club may choose to highlight its participation in one service project during the school year and may be eligible to win a single service project award. Each Service Leadership Program offers a single service project award.

Lowercase, except in reference to official contests.

Example:

- Key Club International Single Service Project Contest

soldier

Lowercase, per AP Stylebook.

subregion

Refers to a geographic 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.

Examples:

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

See: titles

strategic plan

Lowercase on general reference; capitalize when referred to formally as the Kiwanis Strategic Plan.

The *Kiwanis Strategic Plan* or *strategic plan* are preferred terms.

The strategic plan is Kiwanis' organizational goals, objectives and strategies. It is a business plan to assist with goal setting, decision making and tactics. Kiwanis districts and clubs are encouraged to create their own strategic plans as a part of the overall Kiwanis Strategic Plan, all feeding into the same core goals.

See: I Plan

T

telephone numbers

Use numbers and separate with hyphens, not periods.

For use within the United States, precede the phone number with “1.”

Example:

- 1-317-875-8755

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:

Example:

- +44-20-7535-1515

For toll-free numbers, write the phone number, followed in parentheses by the include the nations where the numbers are valid.

Example:

- 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

Example:

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

If extension numbers are needed, use a comma to separate the main number from the extension.

Example:

- +1-212-621-1500, ext. 2
- Call ext. 2 at 1-800-549-2647 (U.S. and Canada) or +1-317-875-8755

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.

telephone numbers (cont.)

See: countrycallingcodes.com.

For international material, ensure that a complete number is used, including country codes.

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. Use a hyphen to indicate a length of time.

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 their origination point for international internet events such as webinars.

See: greenwichmeantime.com.

titles

Follow AP 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 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. Jan Maxwell of the Kansas District
- Kiwanis International Immediate Past President Jane Doe
- Lt. Gov. Faye Dedmen of Division 2 of the Kentucky District
- Kiwanis International President Jane Erickson
- Jane Erickson, Kiwanis International president
- Kiwanis International Vice President Daniel Vigneron
- Daniel Vigneron is the vice president

- The Kiwanis International president is a respected leader.

Tomorrow Fund

An endowed fund for CKI held within the Kiwanis Children's Fund.

U

UNICEF

Use all capitalization, with no periods. This is Kiwanis International's partner in The Eliminate Project.

Example:

- UNICEF is Kiwanis International's partner in The Eliminate Project.

See: UNICEF USA

UNICEF USA

Use all capitalization, with no periods.

UNICEF USA is one of 33 organizations, called national committees, around the world that advocates for children and secures crucial financial support for UNICEF. UNICEF USA support's UNICEF's work through fundraising, advocacy and education in the United States. This organization is officially known as the United States Fund for UNICEF, but does business as UNICEF USA.

United States

Spell out *United States* in body copy.

In lists, social media and on second reference, use periods for the abbreviation, U.S.

In headlines, use *US* (no periods).

When stating currency, do not use periods (US\$40,000).

Do not use the United States of America.

Refer to AP for specific sports references that use U.S.A. or USA.

United States and Pacific Canada

Use United States and Pacific Canada when referring to this Kiwanis region.

See: region

URL

Avoid using <http://> or www. when providing a url in copy. Most URLs are all lowercase. Kiwanis does not use capitalization in its website URLs.

Example:

- kiwanis.org

V

vice president

Do not use a hyphen.

See: titles

voluntarism; volunteerism

Volunteerism is preferred.

W

web

Lowercase.

Short form of *World Wide Web*, it is a service that enables the distribution of image-rich content and information on the internet. The web is not the same as the internet, but is a subset; other applications, such as email, exist on the internet. Also, *website*, *webcam*, *webcast*, *webfeed*, *webmaster*, *webpage*. But *web address*, *web browser*.

See: AP Stylebook for other examples and Webster's for others not listed in AP

workshop

We no longer use the term workshop when referring to conventions, both international and district. Please use education instead.

Worldwide Service Project

This 1990s Kiwanis family initiative aimed to virtually eliminate iodine deficiency disorders.

Do not use *WSP*, even on second or subsequent references. Use *Worldwide Service Project* only when referring to the IDD campaign. When referring to The Eliminate Project, use *Global Campaign for Children*.

See: Global Campaign for Children

Y

Young Children: Priority One

Uppercase, with a colon, no quotation marks or italics. It is acceptable to 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. Do not use *youth* in reference to any member of CKI. 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

This entry does not apply to club and district materials created for distribution in the United States only.

Do not use *ZIP Code*. Use postal code instead.