

Steps for successful participation in Key Leader.

1. Inform your club

- Emphasize the importance of participating in the Key Leader program.
 - You can find marketing information by visiting the Key Leader Web site at www.key-leader.org and selecting **Forms & Literature** in the **About Key Club** section..
 - If you don't have access to the Internet, contact your district chairman to get handouts and fact sheets sent to your club.
- If additional information is needed, don't be afraid to invite your Key Leader district chairman or committee members to a division meeting to talk about Key Leader.

2. Prepare your club

- Encourage your club to sponsor a student's participation in Key Leader events scheduled in your region. Refer to www.key-leader.org for current pricing.
- Select one of your members to be your Key Leader coordinator and your contact person with the district chairman. Your club needs to provide the name of this person and other contact information to your regional representative from the Key Leader district committee. Your club's Key Leader contact must have an e-mail address that is checked regularly.
- The coordinator should review procedures with the district chairman and have questions answered. This will help the coordinator better educate each club on Key Leader participation.

3. Select participants

- Selecting participants is the most challenging aspect of Key Leader. Promoting the program requires direct contact between the Kiwanis representative and local schools and organization (Boys & Girls Club, YMCA, Boy or Girl Scouts, church youth groups, etc.).
- Decide as a club who you want to sponsor: Do you want to sponsor a Key Club member from one of your sponsored clubs? Or do you want to sponsor a non-Key Club student from another local high school? Remember: The selected student should be someone with leadership potential.
- When you make contact, discuss Key Leader with the organization's leaders and tell them that your club wants to sponsor one or more students from their program at the Key Leader camp. Though more than one student from the school or organization can go, be sure you are clear in the number your club is sponsoring. Be sure you have the necessary resources, including the introductory video or the educator's brochure, to describe the program sufficiently. Ask the counselor or school official to select the students for you by an agreed upon deadline.

- If you want to sponsor a Key Club member, contact your Key Club faculty advisor(s) and provide them information about Key Leader. Ask for their help in identifying a student who could benefit. The Key Club faculty advisor then becomes the “nominator.”
- If you want to sponsor a non-Key Club member or you have no Key Clubs from which to draw, contact local high school guidance offices by e-mail or printed letter. Follow up your initial contact within one week to ensure the information was received and that the guidance office is working on identifying a student who could benefit. The high school guidance counselor then becomes the “nominator.”
- Once a student—whether Key Club or otherwise—has been identified, get the name as well as an e-mail address and telephone number. And get the nominator’s e-mail address and phone number too, if you don’t have it already.
- After the counselor or official has selected potential students, the sponsoring Kiwanis club should send a Key Leader letter congratulating the student on his or her sponsorship.
- The letter should advise the selected student that his or her photo may appear in the newspaper as part of the recognition of being selected. (The sponsoring Kiwanis club is responsible for this.) The letter should also contain a permission form that needs to be signed by the student and his or her parents and then returned. Request that this form be returned to your club coordinator or liaison on a specific timeline.

4. Register students online

- Use the Registration Checklist for help in registering students. To find it, go to the Key Leader Web site and select **REGISTRATION**.
- Go to the Key Leader Web site and select **Register for Event** to register online.
- Select the date or camp location your students will be attending. Click on **Register**.
- You will see three choices for registration. Select **Students**. Fill in the information as requested. Most of it will come from the Registration Checklist your student already has completed. Be sure to list your Kiwanis club as the sponsor. Your club coordinator’s e-mail address should be listed as the sponsor’s e-mail. The counselor or official who selected the students is listed as the nominator. Each student should list a valid e-mail address or they will not receive the follow-up information from Kiwanis International about the camp.
- Student facilitators are graduates of previous Key Leader events who are asked back by the Key Leader committee.
- Once the registration information has been entered, you will need to print an invoice for the students you’ve registered.
- Take this invoice to your club treasurer and have them forward the check to the address shown on the invoice.
- Your students now are registered. They should receive e-mail confirmation of that within an hour of registration.

5. Prepare students for camp

- Kiwanis clubs generally decide how its students get to camp. Some Kiwanis clubs provide transportation for the student while others reimburse parents for mileage. Still others send members to camps and the students ride along with them. (Parents, advisors and Kiwanians can register and attend a camp as well. You'll find current pricing information at the Key Leader Web site. Also, each camp usually has 10 open spots for adults at no charge. Contact your district chairman for the coupon code word if you would like to volunteer to chaperone.)
- Be sure the students are properly prepared and have the required items with them for camp. You will find the packing list on the Key Leader Web site. In addition to items listed in the packing list, each Key Leader camper should bring the medical form and community values agreement they received by e-mail.

6. Follow Up

- After the Key Leader Camp weekend, invite your sponsored students to a meeting to present a program to your members.
- Send a news release to your local newspaper to publicize the event as well as the student presentation.
- Encourage the student to return the following year as a Student Facilitator and to recruit fellow peers to attend.