Officer Tip Sheet

For a successful year, the biggest thing to remember in having a great year is by having a good line of communication between the board and its members. If there is no communication there is no way to correct mistakes or get help. Communication will either make your year successful and enjoyable or lack of it will make the year harder than necessary. The following are things to keep in mind when thinking about having a great CKI year:

**Plan early.**
One of the biggest problems that can cause an event or entire year to go off course is not planning early enough. Take the time to create a timeline of the event or meeting to ensure everything is taken care of accordingly. By setting up a schedule and giving yourself enough time, you will be less likely to be rushing before an event. Make a “skeleton calendar” of the events that you know are regularly occurring from month to month to have a more clear idea of the future. You can add and remove items or events at any time, but then you’ll know which months are busier or when you could plan more events.

**Ask for help.**
Sometimes life doesn't go as planned or you've bitten off more than you can chew. Don't be afraid to ask your peers for help. Don't overwork yourself. By asking for help, the event will be more coordinated. Ask for help as soon as you feel like you're in a rut. Let people know ahead of time if you can't do something. That will give the other individual more time to finish the task that was weighing you down. The more you trust and rely on each other the better the year will be.

**Learn to have fun.**
In the end, most people won’t remember all the time they spent planning or slaving over a program. People will remember the fun and exciting moments you had with each other and the impact the service made. Although you have responsibilities to complete, be sure to have fun and enjoy the time you have in Circle K. If you enjoy what you are doing while you are doing it, it won't feel like another chore on your to-do list. You will also gain so much more from your experiences as a leader in Circle K. Learn to SMILE, LAUGH, and take each day for what its worth. It will help decrease a lot of stress in Circle K and in life!
Be open and honest.
Like all things in life, the year won't be perfect. Be open with your board over issues you are having in a productive manner by using constructive criticism. It could relieve stress from your life and allow for a more productive environment for the board. By being open with each individual of the board, mutual respect and trust are maintained, along with a sense of comradery. In the end you want to be sure that you are talking and working through problems, rather than feeling not frustrated all year.

Show your appreciation.
When someone does something exceptionally well or goes out of their way to help you or others, show your appreciation. A simple thank you, like a card or a small gift, goes a long way in making people feel special and really welcomed. You never know just how much of a difference you can make on someone else by just being grateful.

Take time off when needed.
Life can get in the way and make it difficult for us to be able to focus on Circle K. When and if that time comes, make sure that you talk to your board and let them know your situation. Tell them that you just can't be as involved right now and need time off. People will understand and will try to help out as much as possible. Circle K is a family and want you to succeed and do what is best for you.

Hang out outside of CKI events.
We can get hung up in Circle K so much that we forget there is more to college than Circle K. Sometimes we just associate certain people with Circle K and nothing else. If you have time, taking a break from Circle K and hanging out with amazing people that you have met through Circle K creates stronger connections. Getting away from the Circle K setting can help each other stay sane and realize that there is a lot more to enjoy about college. This is also great for meeting members from a different school. This could be a great opportunity to visit another city, state, or even country.

Follow graphic standards.
Did you know that Circle K International has a complete guide on graphic standards? You really should check it out! From colors to fonts to backgrounds and more, there are actually very specific guidelines to ensure that all Circle K documents are relatively easy to identify.
Duties & Responsibilities

Plan weekly club meetings:
- Create an agenda.
- Incorporate service projects, fun activities, socials, and administration into your meetings.
- Be sure to talk to the new members!!! They look up to you! Remember when you were new.

Plan weekly/biweekly board meetings:
- It helps stay on the same page about the club.
- The board votes on nearly everything, so get them involved and informed!

Use proper CKI graphic standards:
- On your agendas and all letters sent out, be sure to format them in the right manner.
- All forms of graphic standards, requirements, and examples can be found on the CKI website and INCKI website.

Work with your to plan events:
- Whether you have 3 events per day or one per month, be sure to get your board involved.
- Delegate planning projects and create a timeline!
- Find out what your members like. Survey them.

Your vote:
- Do not vote unless there is a tie or if the board gives you executive power on a decision, they will be the ones voting on:
  - Elections
  - Board decisions, etc.

Recruitment:
- Be sure to sign-up for your fall and spring fairs.
- Plan fun ways to recruit.

Follow up with the Treasurer on dues:
- Between now and June, update all of your club officers in the membership update center (MUC).
- Whoever you list as Secretary will be the ONLY officer with access to the MUC, so feel free to list yourself if you like.
- Do not delete your members until September. In September, please delete ALL graduated members.
Responsibility Checklist

WEEKLY DUTIES
- Attend and lead all meetings.
- Respond to all correspondence within two days and inform officers and advisors of the communication.
- Create agendas for all meetings.
- Attend and lead board meetings (could be monthly or bi-weekly).

MONTHLY DUTIES
- Check-in with each board member to see how they are doing in their position.
- Remind all members in the club of upcoming service opportunities and club events/socials.
- Be sure all officers submit their MRF's.
- Forward newsworthy information to the INCKSpot newsletter.

ANNUAL DUTIES
- Obtain all passwords and information from immediate past president.
- Encourage club members to come to district events.
- Complete award forms for the district and international contests.
Recruitment

One of the most important aspects of your club is the recruitment of members. With more members in your club, you will be able to perform more service for your community. Also, you will have solid members to step up and be the future leadership of your club. Your job of recruiting members is not as easy as it may seem. You need to be sure that Circle K is able to compete against other service clubs and that members know exactly how great of an organization it really is.

The district will provide you with a basic recruitment program that will help, but your club really needs to find what works best for your campus. You may want to make an individualized club recruitment plan with your Lieutenant Governor and the District Governor. There will always be someone willing to help if you seek it.

Once your club has an effective recruitment season, your club will be on its way to a successful service-filled year! The following are a few tips on making your recruitment season the best it can be.

**ORGANIZATIONAL FAIR**

- Show enthusiasm when talking to prospective members.
- Use your **club banner**. Borrow one from your sponsoring Kiwanis club if necessary. Most former Key Clubbers and others familiar with Kiwanis will recognize the "K".
- Provide candy. Unless you're inside, avoid chocolate!
- Bring pictures. Remember to bring your club's display board showing photos of club activities.
- Stand tall! Don't sit down at your recruitment table- if your school has provided you with chairs, give them to another group.
- Talk to people. Have at least 2 or 3 people out in front of the table answering questions and getting people to sign up.
- Reach out. If you have extra volunteers at your table, send out 1 or 2 of them to visit other tables to encourage everyone to visit Circle K.
- Have a one-liner. A great opening line when recruiting prospective members will get people to your table.
- Gang up. Invite other CKI clubs to your recruitment drive. This will show prospective members that Circle K is an organization that extends far beyond campus lines.
- Hold a **raffle**. This will make more people visit your table. This should, in turn, cause more people to have an interest in Circle K.
Recruitment cont.

ORGANIZATIONAL FAIR cont.
- Invite members to your introductory meeting. Smile, have a firm handshake, and make eye contact with all prospective members.
- Know your CKI history, structure, and service partners.
- Brag about your club's successes and the power that the vehicle of service can bring to your community! Make sure the conversation is two-way, not just you talking about Circle K.
- Put a large red stop sign on your table saying "STOP HERE IF YOU WERE IN KEY CLUB IN HIGH SCHOOL".
- There are also free flyers and brochures that you can find at the CKI store to hand out to people wanting to learn more.

WHAT TO MENTION
- Part of the Kiwanis family, just like Key Club, stress the difference between the organizations
- Variety of service projects
- World's largest service organization
- Member-only scholarships
- 3 tenets: service, leadership, and fellowship
- Leadership opportunities on the club, district, and international level

Event Planning

5 PS OF EVENT PLANNING

**Product:** The event! What's going to take place? Why is it beneficial?

**Price:** How much does the event cost? Is there a cost to participate? Why should they pay to participate in this event?

**Place:** When and where?

**Promotion:** Get the word out! Do not allow any person to say they couldn't come because they didn't know about it.

**Plan:** Have a timeline and a plan of action. Stick to the plan and do not procrastinate.
Duties & Responsibilities

- Maintain all records including club membership, dues payment, and committee activity.
- Document club activity through meeting minutes.
- The first paragraph of the minutes should contain:
  - Type of meeting (club, board, regularly scheduled, specially scheduled);
  - Name of the organization meeting;
  - Date, time, and location of the meeting;
  - List of those present and those absent;
  - Identification of the chair (typically the club president) and secretary;
  - Specification of whether the minutes of the previous meeting were approved as read or as corrected.
- The body of the minutes should contain a separate paragraph for each subject discussed and acted upon. Specify the exact words of the motion, the maker of the motion, and the action taken on the motion—amended, passed, rejected, tabled, or withdrawn. Describe how the motion was adopted or disposed of, whether the motion may have been debated or amended before being adopted or rejected. Also document secondary motions, such as a recess or fixed time to adjourn the meeting.
- The last paragraph should state the hour of adjournment.
- Go to the international board section of the international web site for a sample of board meeting minutes.
- Maintain attendance records for meetings and activities of the club.
- Coordinate all club correspondence.
- Forward dues invoice and membership forms to the district and international offices. This should be done in conjunction with the Treasurer. A complete guide for the dues process is sent to the club every year, and it contains very detailed instructions on the membership forms.
- Complete and submit all monthly reports to the district.
- Maintain a file for committee reports. This can be a physical file or online e.g. Google Doc.
- Submit club activities to the INCKSpot newsletter. If your club has a bulletin editor, this task is often delegated to them as one of their responsibilities.
- Forward all registration forms for club participation in district and international events.
- Prior to each club meeting and board of officers meeting, recommend to the president a list of business items for the agenda.
Responsibility Checklist

DOCUMENT:
- Member attendance at meetings
- Minutes of club meetings and board meetings
- Member participation in club activities
- Service hours and administrative hours contributed by each member

WEEKLY DUTIES
- Attend all meetings and compose the official minutes.
- Respond to all correspondence within seven days and inform officers and advisors of the communication.

MONTHLY DUTIES
- Recommend to president agenda items for the board of officer meetings.
- Attend board of officer meetings.
- Collect the monthly committee reports.
- Write and submit monthly report to the district.
- Forward newsworthy information to the district board books and INCKSpot newsletter.
- Publish a club bulletin (if club bulletin editor position does not exist).

ANNUAL DUTIES
- Obtain all files and information from the immediate past secretary.
- Inventory all club property.
- Create a filing system for club reports, bulletins, and literature.
- Produce a club membership directory.
- Complete award forms for the district and international contests.
- Complete all delegate registration forms for district and international conventions.
- Assist incoming secretary in becoming acquainted with the position.
- Reporting to the Board.
Report Checklist

At each board meeting, the secretary should be prepared to present a report of activities over the past two weeks.

1. Information about any correspondence received and/or mailed.
2. Report of meeting attendance and total member and guests participating in club projects.
4. Report activities accomplished, such as the submission of dues, development of the club bulletin, and monthly report.
5. Report monthly on the number of committee reports received.
Budgeting Tips

Before the year begins you need a budget! It's essential that you have a budget to help your club manage their money throughout the year, fund events, put on fundraisers and pay your dues.

Here are some suggestions to get you started:

- Work with the other board members to figure out what events you have planned in the upcoming year, how much money you have left over from last year, and what your fundraising goals are for the year.
- Make sure your budget has three parts: carryover, income, and expenses. Expenses should not exceed carryover + income.
  - Income: There should be a yearly income your club receives. A portion of your membership dues can be devoted to the club fund. You also should receive an amount of money from Kiwanis. There are many sources of income that you should look into. Look into what resources your school provides, like student government or student organization activities.
  - Expenses: You want to make sure district and international dues are paid and are on time. Other expenses may include, but are not limited to: organizing a club event, materials for a service project, registration for district events, recruitment materials, or club awards. Communicate with the rest of the board on what to include in the budget.
  - Carryover: Be sure to check with the account's primary contact to verify the amount of money remaining so that you can build an accurate budget.
- Talk to your past treasurer about how they made the budget for last year and use that as a basis for this year’s budget or consult the previous year’s budget.
- Reach out to your District Treasurer for any help or guidance when writing the budget. They are there as a resource to you, use them! They will also check in with you periodically.

Dues Information

Deadline for Turning in Dues: November 30 (Early bird deadline is October 31)
Recommendation: Have your members submit their due by early October so that you have enough time to take care of any issues with the MUC, administration delays, etc. A good deadline to keep in mind is October 1, giving you a month to submit dues by the early bird due date.
Fundraisers

Fundraising is an important way to raise money for your club or for preferred service Organizations like the Eliminate Project. Fundraising takes some good planning and lots of organization but it can really pay off if you have a great idea about how to raise money.

Here are some suggestions to get you started:

- **Dine-to Donate**
  - Work with local restaurants and food chains to organize a fundraiser where a percentage of each person's bill is donated to your club. Usually, each person attending the business, on behalf of your club, must present a brochure or flyer.
  - Be sure to read all the rules and regulations as some businesses require a minimum number of patrons for the money to be donated to your club.
  - It might be a good idea to host a social at the same time as the Dine-to-Donate. Be sure to invite friends, colleagues, family, and especially Kiwanians!
Fundraisers cont.

- **Trick-or-Treat for UNICEF**
  - Weeks before Halloween, order your club free Trick-or-Treat for UNICEF boxes online. Around Halloween, members can go house to house, dorm to dorm, or class to class asking people to participate in spare change to benefit the WASH Project. Learn more about the WASH Project and order boxes by visiting circlek.org/wash.

- **Rent a Circle K’er/Auction**
  - At an event, auction off an officer or the entire board. Each board member would voluntarily provide a "service" or gift of some kind in exchange for the highest bidder's money. Some examples are a coffee date, lunch date, or a trip to the movies.

- **Bake sales**
  - Get members together to bake delicious treats. Sell each baked good for profit to support your club event, fundraiser, or members.

- **Exam care packages**
  - Before finals week, sell exam care packages for students wanting to deliver an exam care package filled with snacks, pencils, caffeine to their friends.

- **Canning**
  - Similar to Trick-or-Treat for UNICEF, a few members can go around a populated area in town or on campus to talk about the club's latest fundraiser and organization they are supporting. Tell them about the cause and encourage them to donate. This is often seen with the Riley Dance Marathon.

- **Coat check**
  - Ask members to volunteer at one of your school's events in the coat check area. Tips earned from working the event can go towards the identified purpose.

- **Working your school's concession stand.**

- **Volunteer at a Kiwanis event**
  - Ask your sponsoring Kiwanis club if they need any volunteers at an upcoming event. If you have a good relationship with them, ask to see if they would be willing to pay members for their hard work to benefit the club's fundraising goals or members.

- **Be creative!** There are tons of ideas listed here that we haven't included. There are so many different ways to raise money for an important cause.
The social media officer keeps the club informed about what is going on. A good newsletter will motivate members who have not been attending club meetings to participate in club projects. The social media officer is also in charge of running any social media accounts your club may have.

Duties & Responsibilities

- Develop a monthly bulletin, newsletter, or website.
  - In this inform your club members of club activities, deadlines, important dates, and board actions.
- Maintain all social media.
  - Instagram, Facebook, Twitter, mass emails, etc.
- Use proper CKI graphic standards.
  - All forms of graphic standards, requirements, and examples can be found on the CKI website and INCKI website.

Newsletters

Newsletters should always address the following topics:

- Programs to be presented during meetings for the upcoming month.
- Service projects, social activities, and Kiwanis-family activities for upcoming month.
- Deadlines for the submission of Committee Progress Report Forms.
- Deadlines for project sign-ups.
- Important dates (club, college or university, and sponsoring Kiwanis club).
- District, division, and International events.
- Accomplishments of the club and members in the past month.
- Actions taken by board.
- Names of new members.

Tips for writing the newsletters/bulletins:

- Including special interest articles: CKI education spotlight, career development topics, and activities of other student organizations on campus.
- When designing the newsletter, be creative, but keep it simple and consistent.
- The most important component of writing a newsletter is informing the members about club activities.
- Post the newsletter to the website and distribute it via email.
Responsibility Checklist

WEEKLY DUTIES
- Attend all meetings.
- Respond to all correspondence within seven days and inform officers and advisors of the communication.

MONTHLY DUTIES
- Recommend to president agenda items for the board of officer meetings.
- Attend board of officer meetings.
- Forward newsworthy information to the INCKSpot newsletter.

ANNUAL DUTIES
- Obtain all passwords and information from immediate past social media officer.
- Inventory all club websites, social media, and newsletters.
- Complete award forms for the district and international contests.
- Assist incoming social media officer in becoming acquainted with the position.
- Reporting to the Board.