

in a **CKI** minute

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What is CKI?



- Circle K International (CKI), sponsored by Kiwanis International, is the premiere collegiate service organization in the world. We have clubs on more than 450 campuses globally and programming based on 3 tenets: Service, Leadership, and Fellowship.
- The Mission of CKI is to develop college and university students into a global network of responsible citizens and leaders with a lifelong commitment to service.
- The Vision of CKI is to be the leading global community-service organization on college and university campuses that enriches the world one member, one child, and one community at a time.
- CKI is a student-led organization.
- CKI consists of 32 districts, seven Subregions and, at least 19 nations, and growing across the world.

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10 Steps to Chartering a Club



- **Step 1:** Select the college/university you wish to build a Circle K club on.
- **Step 2:** Seek a sponsoring Kiwanis Club near the college/university who can provide guidance and financial support.
- **Step 3:** Order a New Club Building Kit #1 from the International Office (800-KIWANIS, ext. 411).
- **Step 4:** Find a Faculty Advisor. This person must be different from your Kiwanis advisor.
- **Step 5:** Meet with the school Student Activities Director to discuss the proposed Circle K club and find a location and time for your club to meet.
- **Step 6:** Order the New Club Building Kit #2 from the International Office (800-KIWANIS, ext. 411).
- **Step 7:** Recruit members.
- **Step 8:** Organize a Circle K club meeting to adopt the club's bylaws and elect the charter officers and directors.
- **Step 9:** Charter the Circle K club following the instructions in the New Club Building Kit #2.
- **Step 10:** Launch the Circle K club by scheduling regular monthly meetings or semimonthly meetings.

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Recruitment and Retention



- Why are you in Circle K? Why do you love the Kiwanis family? Keep the answer to these in mind when telling people about your club. Remember that people join people. Be fun, friendly, and professional.
- Attend Key Club events and interact with members. Don't just stop there, however. Put on programs for all graduating seniors; name recognition is important.
- Be sure to attend your school's organization fair. Be active on campus
- Keep meetings interesting for your members. Try to innovate. Invite different speakers and have socials.
- Keep members informed when they miss a meeting. Send out messages (sparingly) over breaks.
- Ask your members what do want to do? What improvements do they suggest?

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Fundraising



- Fundraising is important for running your club and sponsoring events. You may raise funds for anything—just be sure to disclose how the money will be used.
- Remember that your club cannot raise money with activities prohibited by the bylaws or policy code (such as gambling).
- Make participating in fundraisers useful for your members; split the money proportionately to how much members put into them.
- Let your members have a say in how the club spends its money.
- Remember that a fundraiser doesn't have to be large. Small ones add up over time!

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Membership Update Center and Dues



- The Membership Update Center is where clubs go to update their rosters online and pay dues. All active clubs will receive a unique password to use to access the site. New passwords are assigned to clubs yearly, and sent to the club's Faculty Advisor.
- Individuals may go to the Membership Update Center to update their personal information, which will allow them to receive mailings from CKI.
- To inquire about passwords and for Membership Update Center questions, please contact Member Services at 1-800-KIWANIS, ext. 411.
- Each CKI Club from a Tier A Nation (U.S. and Canada) from a Four Year Institution with more than 1000 students will pay an annual club fee of \$600.
- Clubs from Two-Year Institutions and Institutions with less than 1000 students in Tier A Nations will pay an annual fee of \$450.
- Clubs in Tier B and C Nations (Nations with a Per Capita GNI of US\$10,000 or less) will pay an annual fee of \$300.
- District Dues are waged per member. Amounts vary by District. They can be paid with the CKI Club Fee.
- International and District Dues are to be mailed to the CKI Office for all U.S. clubs. International clubs should submit district dues to their Administrator.

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Club Status



- *Active* indicates a club has submitted club fees and district dues for at least the minimum number of members. These clubs are "in good standing" and listed as active charters.
- *Inactive* indicates that a club has not submitted club fees, district dues, and proper membership information for the current fiscal year. Clubs wishing to gain active status must reactivate by remitting the club fee and district dues, plus a US\$100 reinstatement fee.
- *Charter Revoked* indicates a club has not submitted club fees, district dues, and proper membership information for two or more fiscal years. Any club on inactive status one year or more from the date of becoming inactive is automatically charter revoked. Clubs wishing to gain active status must charter again.
- A Circle K club shall submit dues and membership information for a minimum of fifteen (15) members each year, except in the case of community college institutions and those with enrollments less than 1,000 students, who instead have a minimum of ten (10)

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Dues Breakdown



- The money collected from the International fee is used to benefit the members of the organization. The uses are as follows:
- 32% Leadership training- GATC, SLP Administrators Conference
- 23% Travel/visits- Visits from I-Board to districts, board travel to board meetings and conventions
- 16% Member services- Pins, cards
- 16% Marketing & promotion- Magazines, marketing materials, public relations and promotional materials for clubs
- 10% Administrative- Telephone, office supplies, legal fees, in-house printing
- 3% Conventions- Awards, parliamentarian, program events

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International Events



- Circle K International puts on three international events each year: Leadership Academy, Large Scale Service Project, and International Convention.
- Leadership Academy is a weeklong camp intended to develop leadership skills. Each district is allowed to send two members to build lifelong bonds and learn more about service leadership.
- Large Scale Service Project is a 3-4 day long opportunity for members to do community service in a host city. Members are broken into teams that are sent all over a designated area to serve in whatever way they can.
- International Convention is 4 day long conference in which the organization's official business is carried out. Members elect the new International Board, vote on proposed bylaw changes, and celebrate a great year of service, leadership, and fellowship.

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Strategic Plan



- Guiding document for development of CKI and CKI programs. The International Board is guided by this plan.
- The current plan is for 2012 - 2016 and is based off an extensive general membership survey.
- The plan has many goal areas including:
 - ⇒ Service growth and the increase of quality membership.
 - ⇒ Fellowship and promotion of unity within CKI.
 - ⇒ Leadership that is unified through comprehensive educational programs.
 - ⇒ Benefits that are evaluated by and promoted to CKI members.
 - ⇒ International unity that is strengthened within CKI, not only with other CKI clubs, but also the whole Kiwanis Family.

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Tomorrow Fund



- The **Tomorrow Fund**, housed in the Kiwanis International Foundation, is an endowment account intended to further the purpose of Circle K International.
- The fund has reached endowment status and contains over \$200,000.
- A grant program has been developed to help fund Circle K club and district service projects that address important needs in their communities and campuses.
- Since the fund reached its endowment in 2005, grants have been awarded annually to applicants. In 2011 alone, 10 grants were awarded.
- Donations can be made to the **Tomorrow Fund** directly, or through Carthage-Pullman Society memberships, for a minimum donation of US\$250 or Sapphire Circle Honorary memberships, for a minimum donation made in honor of someone of US\$1,000.

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Service Partners - March of Dimes



- The mission of the March of Dimes is to improve the health of babies by preventing birth defects, premature birth, and infant mortality. This mission is achieved through research, community services, education and advocacy.
- The month of November is Prematurity Awareness Month and the third Tuesday of November is Prematurity Awareness Day.
- Folic Acid education is a top priority for women ages 18 to 34. Taking folic acid before pregnancy can reduce the chance of a certain type of birth defects, neural tube defects, by up to 75 percent.
- Work with the local March of Dimes Chapter to educate teens on healthy lifestyles. Contact your local March of Dimes to target schools and determine presentation topics.
- March for Babies is the March of Dimes' largest fundraiser and typically takes place in Spring.

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Service Partners - Better World Books



- CKI is proud to partner with Better World Books to help break the cycle of poverty through education and literacy.
- 34 million people in the United States cannot read or write. Education and literacy bring dignity and hope to others.
- Better World Books (BWB) supports the National Center for Family Literacy by their *Book Drives for Better Lives Program*.
- How it works:
 - ⇒ BWB sends collection and shipping boxes, posters, and tape to your CKI club. There is no cost for a club to participate.
 - ⇒ CKI clubs promote the drive on campus, and place collection bins in strategic locations. CKI members collect and ship the books. BWB pays for the shipping.

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Service Partners - STUFH



- Students Team Up to Fight Hunger (STUFH) is a nation-wide food drive organization which partners colleges and universities with their local food bank to raise food for the hungry in their local community.
- Each pound of food collected represents a meal, and last year alone over one million pounds was raised by 75 colleges and universities.
- There are 4 simple steps you need to feed the hungry in your local college area:
 - ⇒ Get permission from your school to place empty food bins around campus.
 - ⇒ Coordinate with your local food bank to arrange a time to drop off the donated items.
 - ⇒ Advertise the food drive.
 - ⇒ Conduct the drive by placing bins in strategic areas around campus and pick them up once the drive is complete.
- Go to <http://www.stufh.org/> to join forces and help feed the hungry.

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UNICEF: The Six Cents Initiative



- 70% of the earth is covered in water, the same as the human body.
- To live healthily, human beings must consume 1.5 – 2 liters per day of water each day.
- 97.5% of all the water on earth is salt water, and 2% is frozen in icebergs and glaciers, or hidden in aquifers, leaving only .5% of all the earth's water available for drinking.
- Drinking safe water is fundamental to human life.
- Unsafe water and lack of basic sanitation, combined with poor hygiene, contribute to the deaths of more than 1.5 million children under the age of five die from diarrhea each year.
- With the help of an inexpensive mixture of sugar, salt and water known as oral rehydration salts (ORS). ORS are the simplest, most effective and cheapest way to keep children alive during severe episodes of dehydration.
- One sachet of ORS only costs US\$0.06 cents.
- All donations should be mailed to: U.S. Fund for UNICEF, 333 East 38th Street, New York, New York 10016. Checks are to be made payable to the U.S. Fund for UNICEF *and* the word **WATER** should be in the memo field to ensure proper processing.

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UNICEF: Eliminate Project



- Kiwanis International and UNICEF have teamed up for a worldwide service initiative: the Eliminate Project.
- The goal of the project is to eliminate maternal/neonatal tetanus (MNT) from the face of the Earth by 2015.
- The disease kills 60,000 babies and a significant number of women each year.
- A vaccine for MNT exists—it's just not available in the developing world.
- To eradicate MNT, 129 million mothers will need to be immunized.
- This endeavor will take \$110 million.
- In addition to vaccinations, the project will provide courses for safe birthing techniques.
- For more information, visit <http://www.theeliminateproject.org/>.

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Graphic Standards



- Connects all CKI communications through the same visual elements.
- Helps to make CKI a household name.
- In previous years, varying levels of CKI have mismatched promotional pieces, making us look inconsistent and separate from each other.
- Simple, easy and efficient way to streamline all CKI materials to communicate a consistent message.
- Use the CKI Logo and word mark to brand our name.
- Fonts : Goudy Old Style for body and Century Gothic for headers. Use FloMotion to add creative accents.
- The Megaphone should always be utilized on the front of communication pieces.
- A comprehensive Graphic Standards guide is available on the CKI website.

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Resources



- Download CKI Resources at: <http://slp.kiwanis.org/CircleK/Resources.aspx>
- CKI Insider: Goals, Club Fee, Service Partners, Bylaws, Grant Writing, Discounts, Abbreviations, Parliamentary Procedure, Service Project Ideas, Store Discounts.
- CKI Chartering Toolkit: Find—Advisors, Lead—Organization, Serve—Community Projects
- Club Officer Guide: President, VP, Secretary, Treasurer, Committees, Recruitment, Retention.
- District Officer Guide: CKI Structure, Governor, Secretary, Treasurer, Editor, Lieutenant Governor.
- International Officer Guide: Policy Code, Bylaws, Service Agreements
- Advisors Guide: CKI in Brief, Duties & Responsibilities, Expectations, Financial, Policies.
- Graphics/Logos/Templates: Postcards, Posters, Brochures, Booklets, PowerPoints, CKI Logo, Event Logos,

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The Kiwanis Family



- The Kiwanis Family is a global network of volunteers, across age groups, dedicated to changing the world one child and one community at a time.
- Kiwanis is in more than 96 nations and is the parent organization of the Kiwanis Family. Kiwanis Clubs sponsor clubs in the rest of the family.
- Kiwanis Kids is a community service club for elementary students.
- Builders Club is a service organization for middle school/junior high students.
- Kiwanis Kids (K-Kids) is a community service club for elementary students.
- Builders Club, service organization for middle school/junior high students.
- Key Club, service organization for high school students.
- CKI (Circle K) is a service organization for college/university students.
- Aktion Club is a community service group for adults living with disabilities.
- Kiwanis also sponsors 2 elementary school recognition programs: Terrific Kids, for self-esteem and perseverance, and Bring Up Grades, for grades.
- CKI Clubs may co-sponsor a K-Kids, Builders Club, Aktion Club, or recognition program with a Kiwanis Club.