



2020-2021 Key Club Contests

(Descriptions, judging criteria, and submission information)

Capital District of Key Club International

The opportunity to apply and enter in any of the following contest opportunities is open to all Key Clubs and members, in good standing, within the Capital District. Therefore, clubs must have paid their dues to Key Club International for the 2020-2021 school year.

All contest submissions are due by Friday, March 12, 2021 at 11:59 pm electronically to the Capital District Key Club awards account at capitalkcawards@gmail.com

Specific information for each contest can be found on the following pages:

Annual Achievement

Single Service

Major Emphasis

Promotional Video

Poster (Digital and Non-Digital)

Year in Review Scrapbook (Traditional and Non-Traditional)

Oratory

Essay

Talent

Annual Achievement

<p style="text-align: center;"><i>Description of Award:</i></p>	<ul style="list-style-type: none"> A. The filing of the report is required for every Key Club, per Key Club International board policies. Part one and part two of the report must be printed in black or blue ink or typed. B. Follow the instructions as indicated on this form. Failure to comply with any rule may result in disqualification. C. The report should contain club activities occurring between the 2020 and 2021 district conventions or March to February. D. Upon completion of the report, the club may score its own report according to the scoring directions shown in the right-hand column on each page; tabulate the score from each section in part three. E. This report should be submitted to the Key Club district prior to its convention, as directed by the proper Key Club district official(s). F. The district may recognize clubs achieving predetermined scores as “distinguished club” or “distinguish club-diamond level.”
<p style="text-align: center;"><i>Criteria for Judging:</i></p>	<p>Entries shall be judged based upon an accumulated total of points allocated to the following categories:</p> <ul style="list-style-type: none"> Key Club administration – 22 points Club membership – 16 points Leadership development – 10 points Kiwanis family involvement – 12 points Service projects – 50 points Service hours – 60 points possible
<p style="text-align: center;"><i>Template for Award Submission:</i></p>	<p>A single PDF file with the official entry form, written narrative, and other supporting materials is preferable. If this is not possible, a clear photograph of the entry form is acceptable. A Microsoft Word Document or a Google Doc is an acceptable way to submit supplemental essays and other materials. Please do not send Apple Pages files.</p>

<p><i>Award Submission Cover Sheet:</i></p>	<p>The form at the link below must be filled out and attached to an email with your completed submission.</p> <p>https://keyclub-wpassets.s3.amazonaws.com/wp-content/uploads/2020/12/11160918/New-Annual-Ach-Rpt_20-21_fillable.pdf</p> <p>If school closures prevent you from getting all required signatures, an e-mail from the Key Club Faculty Advisor certifying that all information is accurate may suffice.</p>
<p><i>Due Date:</i></p>	<p>Friday, March 12, 2021 at 11:59 p.m. by email to capitalkcawards@gmail.com</p>

Single Service

<p><i>Description of Award:</i></p>	<p>A. A qualifying single service project shall be defined as a club service project, planned, organized and produced by the Key Club occurring on a single day, consecutive days or recurring on different days. Projects acceptable for this award may include both hands-on service projects and fundraising efforts. In the case of a recurring project, it is the same project that must be repeated for the purpose of achieving the same service goal.</p> <p>B. Entries shall use the official Single Service Report form and shall be submitted to the District for competition according to the guidelines as set by the district. Clubs existing within a non-Districted area shall submit their entries to Key Club International.</p> <p>C. Clubs shall compete with other clubs of similar size within four membership categories:</p> <p style="padding-left: 40px;">Bronze, being 35 members or less; Silver, being 36 to 60 members; Gold, being 61 to 85 members; and Platinum, being 86 members or more.</p> <p>D. Only activities which occurred during the district administrative year shall be included on the report. Clubs existing within a non-districted area shall report activities occurring between May 1 and the following April 30.</p>
<p><i>Criteria for Judging:</i></p>	<p>Entries shall be judged based upon an accumulated total of points allocated to the following categories:</p> <p>Service need - 10 Points Project plan - 20 Points Project implementation - 20 Points Final results - 25 Points Public awareness - 10 Points Member participation - 15 Points</p>
<p><i>Template for Award Submission:</i></p>	<p>A single PDF file with the official entry form, written narrative, and other supporting materials is preferable. If this is not possible, a</p>

	<p>clear photograph of the entry form is acceptable. A Microsoft Word Document or a Google Doc is an acceptable way to submit supplemental essays and other materials. Please do not send Apple Pages files.</p>
<p><i>Award Submission Cover Sheet:</i></p>	<p>The form at the link below must be filled out and attached to an email with your completed submission.</p> <p>https://keyclub-wpassets.s3.amazonaws.com/wp-content/uploads/2020/12/11161053/Single-Service-Award_20-21.pdf</p> <p>If school closures prevent you from getting all required signatures, an e-mail from the Key Club Faculty Advisor certifying that all information is accurate may suffice.</p>
<p><i>Due Date:</i></p>	<p>Friday, March 12, 2021 at 11:59 p.m. by email to capitalkcawards@gmail.com</p>

Major Emphasis

Description of Award:

- A. Only one winner in the district contest will be eligible for entry in the International competition.
- B. Report must be typed. Each section found in the criteria for judging must begin on a new page and each page must have a heading specifying the section being described. There is no word limit. The official Major Emphasis Involvement Report cover sheet must accompany all entries. It must be completed in its entirety.
- C. The activity described can cover any phase of Key Club Major Emphasis involvement specifically highlighting personal development and social interaction of children during the year from district convention to district convention. The report may include newspaper clippings, substantiating photographs or other pertinent information. Projects acceptable for this award may include both hands-on service and fundraising efforts.
- D. Reports will be judged according to the amount of Major Emphasis activity described in the criteria for judging. Suitable recognition and awards will be presented to the Key Club filing the best Major Emphasis Report in compliance with these rules.
- E. There are no platinum, silver, gold or bronze divisions in this contest; instead there are first, second and third place awards.

Criteria for Judging:

- The section to be described and the points for each are indicated below:
- 1. **The Need** (10 points) — A statement must establish in what way the project deals with the ME.
 - 2. **The Plan** (10 points) — Describe how the project was organized.
 - 3. **Implementation** (20 points) — Describe the steps taken to implement the plan.
 - 4. **Final Results** (25 points) — Describe the benefits of the service rendered.

	<p>5. Partnerships with the Kiwanis Family and Other Organizations (10 points)— Describe actions and partnerships formed. Describe how the project was publicized.</p> <p>6. Percentage of Club Members Participating (10 points) —</p> <p>01-09% = 1 point 10-19% = 2 points 20-29% = 3 points 30-39% = 4 points 40-49% = 5 points 50-59% = 6 points 60-69% = 7 points 70-79% = 8 points 80-89% = 9 points 90-100% = 10 points</p> <p>7. Club’s Overall Program Dealing with MEP (25 points)— Describe any other projects/programs your club implemented to address the Major Emphasis. Describe how your club worked with ME during other parts of the year.</p>
<p><i>Template for Award Submission:</i></p>	<p>A single PDF file with the official entry form, written narrative, and other supporting materials is preferable. If this is not possible, a clear photograph of the entry form is acceptable. A Microsoft Word Document or a Google Doc is an acceptable way to submit supplemental essays and other materials. Please do not send Apple Pages files.</p>
<p><i>Award Submission Cover Sheet:</i></p>	<p>The form at the link below must be filled out and attached to an email with your completed submission.</p> <p>https://keyclub-wpassets.s3.amazonaws.com/wp-content/uploads/2020/12/11164039/Major-Emphasis-Award_20-21.pdf</p> <p>If school closures prevent you from getting all required signatures, an e-mail from the Key Club Faculty Advisor certifying that all information is accurate may suffice.</p>

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Promotional Video

<p><i>Description of Award:</i></p>	<p>A. The first-place promotional video winners from each of the organized Key Club districts will be eligible to compete in the contest. In the case a District does not hold a District contest using the prescribed rules of this contest, the District may select an entry by other means and so certify by signature of the District Administrator. Clubs existing within a nondistricted area shall submit their entries to Key Club International.</p> <p>B. The promotional video must be produced by club members only at a cost not to exceed US\$300.</p> <p>C. The video should be promotional for Key Club as an organization and/or the Key Club within its respective school/community.</p> <p>D. The length of the completed video/DVD segment should be no more than 60 seconds.</p> <p>E. The video must be submitted on a DVD or online submission containing no copyrighted music.</p> <p>F. The following information must be submitted with each entry:</p> <ol style="list-style-type: none"> 1. Name of the Key Club and District. 2. Contact name and information for a Key Club member responsible for the submission. 3. Itemized listing of all costs associated with the video/DVD production, including cost of the DVD.
<p><i>Criteria for Judging:</i></p>	<p>DVDs will be judged according to the following criteria:</p> <p>Originality - 10 points Promotion of Key Club - 20 points Clarity of message - 20 points Quality of production:</p> <ol style="list-style-type: none"> a. Sound quality - 10 points b. Picture quality - 10 points <p>Overall impression – 30 points</p>

<i>Template for Award Submission:</i>	Videos must be sent by e-mail with a link to an unlisted YouTube video. If the file size is small enough, it may also be sent as an e-mail attachment.
<i>Award Submission Cover Sheet:</i>	<p>The form at the link below must be filled out and attached to an email with your completed submission.</p> <p>https://keyclub-wpassets.s3.amazonaws.com/wp-content/uploads/2020/12/11161053/Video-Contest-Entry-Form_20-21.pdf</p> <p>If school closures prevent you from getting all required signatures, an e-mail from the Key Club Faculty Advisor certifying that all information is accurate may suffice.</p>
<i>Due Date:</i>	Friday, March 12, 2021 at 11:59 p.m. by email to capitalkcawards@gmail.com

Poster - Digital

<p><i>Description of Award:</i></p>	<p>A. The first place Key Club Poster contest winner from each of the organized Key Club districts will be eligible to compete in the contest. In the case a district does not hold a district contest using the prescribed rules of this contest, the district may select an entry by other means and so certify by signature of the district administrator. Clubs existing within a non-districted area shall submit their entries to Key Club International.</p> <p>B. The poster should be designed to recruit new members for Key Club, and should not bear the name of any school, community, or district.</p> <p>C. Entries in this category may include materials produced with electronic means, such as cameras and computer software. The poster dimensions should be 18 inches by 24 inches, with the actual height and width not varying more than one-half inch for the prescribed contest dimensions. The poster should not measure more than one-eighth inch in thickness.</p> <p>D. The following information must be submitted with each entry:</p> <ol style="list-style-type: none">1. Name of the Key Club and district.2. Contact name and information for the artist producing the poster. The artist must be a Key Club member.
<p><i>Criteria for Judging:</i></p>	<p>Posters will be judged according to the following criteria:</p> <p>Originality/Creativity - 50 points Effectiveness for membership recruitment - 25 points Overall appearance/artistic expression - 25 points</p>
<p><i>Template for Award Submission:</i></p>	<p>https://tinyurl.com/CDKCDPoster21</p>
<p><i>Award Submission Cover Sheet:</i></p>	<p>The form at the link below must be filled out and attached to an email with your completed submission.</p>

	<p>https://keyclub-wpassets.s3.amazonaws.com/wp-content/uploads/2020/12/11161052/Non-Digital-and-Digital-Poster_20-21.pdf</p> <p>If school closures prevent you from getting all required signatures, an e-mail from the Key Club Faculty Advisor certifying that all information is accurate may suffice.</p>
<p><i>Due Date:</i></p>	<p>Friday, March 12, 2021 at 11:59 p.m. by email to capitalkcawards@gmail.com</p>

Poster – Non-Digital

<p><i>Description of Award:</i></p>	<p>A. The first place Non-Digital Member Recruitment Poster Contest winner from each of the organized Key Club Districts will be eligible to compete in the contest. In the case a District does not hold a district contest using the prescribed rules of this contest, the district may select an entry by other means and so certify by signature of the District Administrator. Clubs existing within a non-districted area shall submit their entries to Key Club International.</p> <p>B. The poster should be designed to recruit new members for Key Club, and should not bear the name of any school, community, or district.</p> <p>C. Entries in this category may not include material produced through electronic means, such as cameras and computer software. The poster dimensions should be 18 inches by 24 inches, with the actual height and width not varying more than one-half inch for the prescribed contest dimensions. The poster should not measure more than one-eighth inch in thickness.</p> <p>D. The following information must be submitted with each entry:</p> <ol style="list-style-type: none">1. Name of the Key Club and District.2. Contact name and information for the artist producing the poster. The artist(s) must be a Key Club member(s).
<p><i>Criteria for Judging:</i></p>	<p>Posters will be judged according to the following criteria:</p> <p>Originality/Creativity - 50 points Effectiveness for member recruitment - 25 points Appearance and artistic expression - 25 points</p>
<p><i>Template for Award Submission:</i></p>	<p>https://tinyurl.com/CDKCNDPoster21</p>
<p><i>Award Submission Cover Sheet:</i></p>	<p>The form at the link below must be filled out and attached to an email with your completed submission.</p>

	<p>https://keyclub-wpassets.s3.amazonaws.com/wp-content/uploads/2020/12/11161052/Non-Digital-and-Digital-Poster_20-21.pdf</p> <p>If school closures prevent you from getting all required signatures, an e-mail from the Key Club Faculty Advisor certifying that all information is accurate may suffice.</p>
<p><i>Due Date:</i></p>	<p>Friday, March 12, 2021 at 11:59 p.m. by email to capitalkcawards@gmail.com</p>

Year in Review Scrapbook - Traditional

Description of Award:

- A. A Key Club may enter a scrapbook containing pictures, souvenirs, examples, newspaper clippings, etc., of its activities during the club administrative year (defined as being from District Convention to District Convention). Each scrapbook must be divided into these categories: service to school, service to community, fundraising projects, assistance to Kiwanis projects, Major Emphasis involvement and miscellaneous. Each category must be separated accordingly by tabs. Pages must be numbered with a table of contents included at the beginning of the scrapbook. Judges will deduct five points for missing tabs and five points for a missing table of contents. Only the first- and second-place district winners in each category will be eligible to compete in the International contest. Clubs existing within a non-Districted area shall submit their entries to Key Club International.
- B. B. Each entry is required to be submitted in a scrapbook binder measuring no larger than 14 inches wide and 14 inches high. The cover may be decorated.
- C. A sheet of paper must be affixed to the inside front cover of the scrapbook containing the following: Key Club name, city, state/province, district and an itemized statement of the total expenditures and donations associated with the creation of the scrapbook. If this sheet of paper is not affixed to the inside front cover of the scrapbook, the judges will deduct ten points. This statement must be signed by the Key Club president and Faculty Advisor, stating the scrapbook's retail cost value (including photographic materials) does not exceed the amount of US\$300. Work done by Key Club members such as hand-lettering, artwork, etc., need not be included as cost items. Failure to comply with this rule will result in disqualification.
- D. Each scrapbook being judged at the international convention MUST be the exact same scrapbook judged at the district convention. Any alterations in the scrapbook will result in disqualification.
- E. No audio, visual, or computer equipment will be allowed as part of the entry.

<p><i>Criteria for Judging:</i></p>	<p>Judging of the scrapbook will be on a point system as follows:</p> <p>Visuals–30 Points Artwork and decorations - 15 Points News clippings and photographs - 15 Points</p> <p>General content–80 Points Service to school - 20 Points Service to community - 20 Points Fundraising projects - 10 Points Assistance to Kiwanis projects - 10 Points Involvement with Major Emphasis Program - 10 Points Miscellaneous - 10 Points</p>
<p><i>Template for Award Submission:</i></p>	<p>https://tinyurl.com/CDKCTS21</p>
<p><i>Award Submission Cover Sheet:</i></p>	<p>The form at the link below must be filled out and attached to an email with your completed submission.</p> <p>https://www.keyclub.org/resources/contests-awards-entry-forms/</p> <p>If school closures prevent you from getting all required signatures, an e-mail from the Key Club Faculty Advisor certifying that all information is accurate may suffice.</p>
<p><i>Due Date:</i></p>	<p>Friday, March 12, 2021 at 11:59 p.m. by email to capitalkcawards@gmail.com</p>

Year in Review Scrapbook – Non-Traditional

<p><i>Description of Award:</i></p>	<p>A. A Key Club may enter a non-traditional scrapbook or composition of other media containing pictures, souvenirs, examples, newspaper clippings or other representations of its activities during the club administrative year (defined as being from District Convention to District Convention). Clubs existing within a nondistricted area shall submit their entries to Key Club International.</p> <p>B. Each entry should adequately portray the following categories: service to school, service to community, fundraising projects, Kiwanis Family functioning, Major Emphasis involvement and miscellaneous.</p> <p>C. A sheet of paper must be submitted with the entry and contain the following: Key Club name, city, state/province, district and an itemized statement of the total expenditures and donations. This statement must be signed by the Key Club president and faculty advisor, stating the entry’s retail cost value (including photographic materials) does not exceed the amount of US\$300. Work done by Key Club members such as hand-lettering, artwork, etc., need not be included as cost items. Failure to comply with this rule will result in disqualification.</p> <p>D. Each scrapbook being judged at the international convention MUST be the exact same scrapbook judged at the district convention. Any alterations in the scrapbook will result in disqualification.</p> <p>E. No audio, visual, or computer equipment will be allowed as part of the entry. The entry must be sturdy to allow handling by judges as necessary.</p>
<p><i>Criteria for Judging:</i></p>	<p>Judging of the entry will be on a point system as follows:</p> <p>Presentation—70 Points Uniqueness/creativity of project presentation - 30 Points Artistic value and visual appearance - 20 Points Newspaper clippings and photographs - 20 Points</p> <p>General content—60 Points</p>

	<p>Service to school - 10 Points</p> <p>Service to community - 10 Points</p> <p>Fundraising projects - 10 Points</p> <p>Kiwanis Family interaction - 10 Points</p> <p>Involvement with Major Emphasis Program - 10 Points</p> <p>Miscellaneous - 10 Points</p>
<p><i>Template for Award Submission:</i></p>	<p>https://tinyurl.com/CDKCNTS21</p>
<p><i>Award Submission Cover Sheet:</i></p>	<p>The form at the link below must be filled out and attached to an email with your completed submission.</p> <p>https://www.keyclub.org/resources/contests-awards-entry-forms/</p> <p>If school closures prevent you from getting all required signatures, an e-mail from the Key Club Faculty Advisor certifying that all information is accurate may suffice.</p>
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Oratory

<p><i>2021 Topic:</i></p>	<p>This year, Key Club members have embraced adaptability and overcome great challenges. Through it all, members of our organization have volunteered thousands of hours building our homes, schools and communities. How did you continue serving through these adverse challenges, and how did your volunteerism make a significant impact?</p>
<p><i>Description of Award:</i></p>	<ul style="list-style-type: none">A. The subject for all orations is to be predetermined and distributed to the clubs via general mailing and online correspondence.B. The first-place orator from each of the organized Key Club Districts will be eligible to compete in the International Oratorical Contest. In the case a District does not hold a District contest to determine the first-place orator, the District may select an orator by other means and so certify him/her by signature of the District Administrator. Orators located within a non-Districted area shall submit DVDs containing videos of their speeches to Key Club International.C. The subject matter of the oration and the presentation must be original and completely developed by each orator. Content and presentation will be considered equally in judging.D. Each orator will be allowed a maximum of five minutes for his/her presentation. Exceeding the time limit by 10 seconds or more will result in a penalty unless extenuating circumstances exist.E. Each orator must be a member in good standing with Key Club International.
<p><i>Criteria for Judging:</i></p>	<p>Judging and awarding points will be based on the following criteria:</p> <p>Speech—50 Points Clarity of message and projection of ideas - 25 Depth - 5 points Originality – 5 Structure (including organization, grammar, transitions, flow, etc.) – 15</p>

	<p>Delivery—50 Points</p> <p>Presence (posture, gestures, and ability to engage the audience) - 15</p> <p>Voice (tone, diction, effectiveness, pronunciation) – 15</p> <p>Ease of presentation and intimacy with audience - 15</p> <p>Attention of audience – 5</p>
<p><i>Template for Award Submission:</i></p>	<p>Videos must be sent by e-mail with a link to an unlisted YouTube video. If the file size is small enough, it may also be sent as an e-mail attachment.</p>
<p><i>Award Submission Cover Sheet:</i></p>	<p>https://tinyurl.com/CDKCOratory21</p> <p>If school closures prevent you from getting all required signatures, an e-mail from the Key Club Faculty Advisor certifying that all information is accurate may suffice.</p>
<p><i>Submission Due Date:</i></p>	<p>Friday, March 12, 2021 at 11:59 p.m. by email to capitalkcawards@gmail.com</p>

Essay

<p><i>2021 Topic:</i></p>	<p>The 2020-2021 service year was one that our organization could have never anticipated. As a Kiwanis Family, the Capital District has begun to address diversity, equity, and inclusion in our clubs, and we have dealt with the challenges of a virtual service year. Individual members have also grappled with these topics. Please discuss which of the four pillars of Key Club International -- character building, leadership, character, and inclusiveness -- helped you to persevere. Please provide examples of how the pillars influenced your Key Club experience this year.</p>
<p><i>Description of Award:</i></p>	<p>A. The subject of all compositions is to be predetermined and distributed to the clubs via general mailing and online correspondence.</p> <p>B. The subject matter of the composition must be original and completely developed by each author.</p> <p>C. The essay must be no less than 500 and no more than 1,000 words.</p> <p>D. Each author must be a member in good standing with Key Club International.</p>
<p><i>Criteria for Judging:</i></p>	<p>Judging and awarding points will be based on the following criteria:</p> <p>Clarity of message and projection of ideas – 50 points Depth of Key Club knowledge – 25 points Originality – 25 points Structure – Organization, grammar, transitions, flow, etc. – 25 points</p>
<p><i>Template for Award Submission:</i></p>	<p>A single PDF file with the official entry form, written narrative, and other supporting materials is preferable. If this is not possible, a clear photograph of the entry form is acceptable. A Microsoft Word Document or a Google Doc is an acceptable way to submit supplemental essays and other materials. Please do not send Apple Pages files.</p>

<p><i>Award Submission Cover Sheet:</i></p>	<p>https://tinyurl.com/CDKCEssay21</p> <p>If school closures prevent you from getting all required signatures, an e-mail from the Key Club Faculty Advisor certifying that all information is accurate may suffice.</p>
<p><i>Due Date:</i></p>	<p>Friday, March 12, 2021 at 11:59 p.m. by email to capitalkcawards@gmail.com</p>

Talent

Description of Award:

- A. District talent acts certified by the District Administrator and in attendance at International Convention shall be eligible to compete in the international Talent Contest. Talent acts from non-districted areas approved by the International President and in attendance at International Convention shall be eligible to compete in the International Talent Contest.
- B. Each Key Club may participate in no more than one act entered in the International Talent Contest.
- C. A Talent Contest entry may take any form as long as it is entertaining and in good taste.
- D. All participants in an act must be members of a Key Club in good standing with Key Club International. In the case of a group act, all members must be from the same District.
- E. All acts entered in the international talent contest will be required to demonstrate their ability and entertainment appeal at preliminary auditions (time and place to be announced in the convention program). At this time, the most entertaining six to eight acts will be selected to appear in the International Talent Show as finalists.
- F. Selection of acts by the judges at the preliminary auditions, in so far as they are consistent with high quality performance, will be final.
- G. The time limit on each performance of the acts at a general session of the convention should not exceed six minutes.
- H. Any materials (props, instruments, costumes, etc.) that are needed for each performance must be supplied by the contestants who participate in that performance.

Criteria for Judging:

Judging for this contest will be based on the following criteria and point values:

Content – 20 points

Performance and entertainment value – 30 points

	Poise and confidence – 10 points Audience response – 20 points
<i>Template for Award Submission:</i>	Videos must be sent by e-mail with a link to an unlisted YouTube video. If the file size is small enough, it may also be sent as an e-mail attachment.
<i>Award Submission Cover Sheet:</i>	https://tinyurl.com/CDKCTalent21 If school closures prevent you from getting all required signatures, an e-mail from the Key Club Faculty Advisor certifying that all information is accurate may suffice.
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