

KEY LEADER CHAIR

You were selected to serve as your district's Key Leader chair because of your experience working with youth and in leadership development programs — as well as your ability to coordinate volunteers across the district and your commitment to the quality of Kiwanis Service Leadership Programs (SLPs).

RESPONSIBILITIES

The Key Leader chair provides leadership for the planning, marketing and implementation of club- or district-sponsored Key Leader events. This position requires balancing administrative responsibilities with direct student engagement — while ensuring all Key Leader programs meet Kiwanis International requirements and youth protection standards.

PREFERRED SKILLS

- Access to and experience with email, social media and event registration systems and websites
- Experience working with youth
- Effective communication and relationship-building skills, including ability to speak in front of groups of teens and adults to market the programs
- Strong organizational and planning skills
- Ability to manage multiple responsibilities and timelines
- Comfort working with volunteers, district leadership and Kiwanis International staff

DUTIES

- Enlist and train a team of volunteers from people across the state/district — including but not limited to district leaders, Kiwanis clubs and Key Clubs, school administrators and local youth-serving organizations — to market Key Leader and recruit student attendance.
- Appoint two people from a team of volunteers: an onsite coordinator to serve as a logistics liaison with local camp staff and a supplies coordinator to serve as liaison for donations, event supplies and snacks.
- Execute a Key Leader event, requiring administrative responsibilities and direct work with youth, ensuring that the appropriate number/ratio of chaperones attend and meet youth protection policy requirements.
- Work with Kiwanis International staff and site coordinator(s) to select camps that meet requirements for a successful program.
- Research camp locations and district calendars (including Key Club, Kiwanis and school schedules) to recommend locations and event dates.
- Appoint representative committee to develop and execute a year-round marketing plan to appeal to students through Key Clubs, Kiwanis club members, schools, local community groups and collaborative youth development partners.
- Travel throughout the district periodically to promote Key Leader at local clubs, schools, community groups and district conventions.
- Build relationships with SLP chairs in the district to cross-market and cross-promote programs.



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