

CIRCLE K INTERNATIONAL

# Club Officer Guide





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# CKI Information

## The Objects

- To emphasize the advantages of the democratic way of life.
- To provide the opportunity for leadership training in service.
- To serve on the campus and in the community.
- To cooperate with the administrative officers of the educational institutions of which the clubs are a part.
- To encourage participation in group activities.
- To promote good fellowship and high scholarship.
- To develop aggressive citizenship and the spirit of service for improvement of all human relationships.
- To afford useful training in the social graces and personality development.
- To encourage and promote the following ideals:
  - To give primacy to the human and spiritual rather than to the material values of life.
  - To encourage the daily living of the Golden Rule in all human relationships.
  - To promote the adoption and the application of high social, business and professional standards.
  - To develop, by precept and example, a more intelligent, aggressive and serviceable citizenship.
  - To provide through CKI clubs a practical means to form enduring friendships, to render altruistic service and to build better communities.
  - To cooperate in creating and maintaining that sound public opinion and high idealism which makes possible the increase of righteousness, justice, patriotism and goodwill.

## The Pledge

I pledge to uphold the Objects of Circle K International, to foster compassion and goodwill toward others through service and leadership, to develop my abilities and the abilities of all people and to dedicate myself to the realization of humanity's potential.

## CKI Vision

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 Milestones

Throughout the organization's history, CKI has witnessed, experienced and hosted a wide variety of activity.



# The Three Tenets

## SERVICE, LEADERSHIP AND FELLOWSHIP

### What does service mean?

As one of the three tenets, service is a fundamental element of CKI. **Collectively, CKI members perform more than one million hours of service on their campuses and in their communities annually.** Without service, CKI would be just another campus activity. Through service, college students are making the world a better place.

### What does leadership mean?

Through the mission and vision of the organization, CKI is dedicated to the realization of humanity's potential. The potential of CKI lies in its ability to positively influence members of society who are facing ultimate personal decisions and those who will one day create the vision of humanity for generations to come. Leadership opportunities afford CKI members the resources and tools needed to become active citizens. **CKI members can assume leadership responsibilities at all levels of the organization and through various experiential training conferences.**

### What does fellowship mean?

If there is one thing that CKI members know best, it is fellowship. Whether they are planning a car wash, visiting shut-ins, reading to three-year-olds or conducting business, CKI members across the globe take time to meet and welcome new people. **With each element and aspect of CKI, members experience fellowship and develop lifelong relationships with fellow collegians, advisors, Kiwanians and citizens in their communities.** Through activities such as mentoring children, networking with professionals or bowling as a group, CKI members develop social skills, meet new people and strengthen relationships.

## A sponsoring Kiwanis club pledges to:

- Collaborate with all members of the Kiwanis family to achieve our common objectives.
- Continue student management of the organization at all levels.
- Develop positive role models.
- Enhance intercultural understanding and cooperation.
- Increase our service potential.
- Provide opportunities for fellowship, personal growth and professional development.
- Work toward greater public recognition of the organization.

This commitment is the guiding principle for sponsorship of clubs. As a collegiate-level service organization, CKI provides students with the opportunity to participate in organized volunteer activities offering needed service to individuals, families, agencies, campuses and communities. When a Kiwanis club performs service with a CKI club, students enjoy fellowship and develop leadership skills.

## About CKI

**CKI is a sponsored program of Kiwanis International, a community-service organization for professionals.** There are thousands of members in hundreds of clubs on campuses worldwide.

**Each club is sponsored by one or more local Kiwanis clubs. This relationship provides students the opportunity to interact with professionals within the community.**

Joint service projects, meetings and other events generally are conducted each year, combining the efforts of the community and campus leaders. Often, the Kiwanis club provides financial support to the club.

CKI is an association of clubs, and the strength of its clubs is key to the organization's success. **The work of CKI occurs at the club level. Clubs devise, develop, organize and implement service projects that benefit the campus and community.** Clubs may undertake projects that best fit the needs of the community and its members.

Though service is the primary focus of clubs, the very nature of the organization requires that some administration take place. Dues must be collected and paid, reports completed, correspondence written and mail read. Each club must have leadership to function, so annual elections place students in officer positions.

**CKI members focus on making campuses and communities better places in which to live and work.** In the process, CKI members benefit from their involvement in the organization.

*Some of the benefits of CKI membership include:*

- Learning the importance of volunteerism and altruism.
- Discovering and developing leadership talents and skills that will be used in future career and professional positions.
- Applying concepts learned in the classroom to everyday situations when planning a project or organizing an event.
- Networking with professionals in similar fields of interest through interaction with members of the sponsoring Kiwanis club.
- Developing friendships that last because members spend time with others who have similar values and ideals.
- Applying to receive scholarships for future educational costs.
- Gaining professional training in areas such as membership recruitment, leadership skills, public relations, and organization through attendance at conventions and conferences.
- Participating in district and international conventions and leadership development conferences.
- Receiving CKI monthly e-newsletters and other communications.



**CKI members focus on making campuses and communities better places in which to live and work.**

# CKI Board of Officers

**As the club's governing body, the CKI board of officers manages the club's overall operation.** Information about the club's board of officers can be found in the Standard Form for Club Bylaws. A club's officers are specified in the club's bylaws. Faculty and Kiwanis advisors are nonvoting, ex-officio members who serve in an advisory capacity.

## Board of Officers

### DUTIES AND RESPONSIBILITIES

- Determines policies that govern the club.
- Determines the nature and content of service activities with input from club members.
- Assesses member recruitment and retention activities and pursues further club development.
- Evaluates club progress.
- Maintains operating budget and oversees fund disbursement.
- Advises club committees.
- Evaluates member status based on participation, conduct, fulfillment of academic requirements and dues payment.
- Approves presidential appointments of committee chairs and special positions.
- Oversees filling club officer vacancies.
- Approves club reports to the district and international offices.

Every board member should evaluate club performance continuously: board operation, committee operation, club officer progress, club meeting operation, membership growth, CKI education, financial management, public relations, service achievements, attendance and the club's relationship with the sponsoring Kiwanis club. **The board of officers ensures that the club has a solid foundation, runs smoothly and carries out the mission of helping the community.** If problems and concerns arise, the board of officers meets under the president's leadership to discuss ways to alleviate the situation.

Effective leaders envision where the organization needs to be, communicate that vision to membership and motivate members to carry it out. ***Take these steps to set goals and guide your club and its members to achieving full potential:***

1. Analyze club operations. Constantly assess your club for its strengths and weaknesses.
2. Identify your club's top five issues (i.e. membership growth, lack of service, etc.).
3. Rank these issues from most to least critical.
  - Turn an obstacle into a goal.
  - Brainstorm how to achieve that goal.
  - Break down obstacles and figure out ways to overcome them.
  - Assess available resources and tools.
  - Identify specific actions to be taken.
4. Communicate goals to the club and carry them out.
5. Delegate tasks needed to accomplish goals.
6. Monitor the progress of designated tasks and evaluate their success.

**Both the board of officers and club membership should analyze community needs.**

Officers might need to speak to community leaders to identify the most pressing issues and identify what other organizations are doing. Your club does not want to duplicate another organization's efforts. If an organization already is addressing the same concern, consider forming a partnership or identifying another issue.

**Needs in a community evolve and change. While almost any type of service benefits the community, it is essential to analyze all completed club projects to determine if they continue to be a good fit.** While service is the club's main goal, keeping members interested and motivated is also important. Get feedback after each service project to determine if members would like to repeat it.

**Board meetings should be used to conduct the club's business and provide opportunities for every officer to express concerns and recommendations.** Board meetings also should be used as an evaluation session, allowing officers to take action if necessary. In addition, all officers must perform the responsibilities of their respective positions. Club meetings should be geared toward programs of interest to the members.

## President

**As your club's chief executive officer, the president is responsible for the overall management of the organization.** While the president is not responsible for performing every club maintenance task, such as submitting dues, they are responsible for ensuring they are completed. Club presidents coordinate the work of the other officers, assign tasks and track progress.

**To ensure a successful year, the president should clearly define club expectations, outline goals and specify tasks to accomplish.** The president delegates tasks to fit a club member's interests and skill level. The president's enthusiasm sets the tone for the club; if the president is excited about the club's activities, club members will be motivated to achieve goals.

### DUTIES AND RESPONSIBILITIES

- Guide the board of officers in setting club goals. Goals keep board and club members focused and passionate about what they are doing. Page 30 of the officer guide describes how to set realistic and worthwhile goals.
- Communicate goals to members.
- Maintain the club's focus on priorities specified in the goals.
- Identify a club committee structure to best achieve goals.
- Appoint chairs to committees based on member strengths and interests.
- Recognize member accomplishments at club meetings and other campus events.
- Educate yourself about CKI governing documents. You should be familiar with club, district and international bylaws.
- Educate members about opportunities available through the Kiwanis family.
- Prepare for and preside at all club and board meetings.
- Plan club and board meeting agendas in advance.
- Attend committee meetings and Kiwanis club meetings as often as possible.
- Represent the club and its views at all district and international events.
- Participate in club service projects, interclubs and social activities.
- Evaluate club progress toward established goals.
- Communicate club progress to the sponsoring Kiwanis club and the district through regular correspondence.
- Monitor the activities of all officers and provide guidance to assist them in accomplishing their responsibilities.

- Train officers to fulfill their duties and work with the vice president to train, monitor and guide committee chairs.
- Motivate club members to participate in club activities.
- Establish a climate of enthusiasm, openness and concern. The best way to get club members excited about CKI and service is to show your enthusiasm and dedication.
- Recruit and retain members in conjunction with the recruitment and retention officer. Learn some key tips on page 29 of this guide.
- Ensure that all members are active and involved.
- Submit reports to the district and international office upon request. While you may delegate this task to another officer, you must ensure that all reports are completed and sent.
- Coordinate officer elections. To ensure that elections run smoothly, Roberts Rules of Order should be followed. These rules can be found on the CKI website.
- Ensure a smooth transition for incoming officers by keeping files and reports in order.
- Assist in training incoming officers and ensure club officers do the same. Make sure that newly elected officers are trained (by the club and/or the district) and ready to run the club in the upcoming year. The CKI leadership guide is an excellent training resource.

### Weekly Duties

- Create an agenda for each club meeting.
- Conduct club meeting.
- Follow up with officers to verify progress.
- Communicate club activities to officers and club members.
- Contact delinquent members. While email is great for quick communication, a phone call or personal letter can make a much greater impact on a member.
- Consult with the faculty advisor and Kiwanis advisor on club activities.
- Attend Kiwanis club meeting.

### Monthly Duties

- Create agendas and conduct board meetings.
- Distribute information and newsletters received from the international office and district officers.
- Ensure that all monthly reports are submitted accurately and on time.
- Follow up with the treasurer to ensure that new member dues have been submitted.

## Annual Duties

- Pursue a net increase in membership.
- Obtain information and assistance from immediate past president, faculty advisor, and Kiwanis advisor.
- Review all literature and resources available from the district and international levels. Materials can be found on the CKI website.
- Establish active CKI/Kiwanis relations.
- Appoint committee chairs and special positions.
- Conduct officer elections.
- Submit award forms for district and international contests.
- Ensure that delegates attend district and international conventions.

## Special Duties

- Each person joins CKI for specific reasons. Understanding those reasons will enable you to encourage enthusiasm in club activities. When you identify what motivates and inspires members to serve, it enables you to find the right people to do the work.
- Delegation can be difficult. But to have a strong and effective club, you must learn how to delegate and share the workload.
  1. Identify the task to be accomplished and its expected outcome.
  2. Identify the skills and personal characteristics necessary to accomplish the task (i.e., public speaking, written communication).
  3. Outline the facets of the project that will be rewarding personally to the member.
  4. List individuals with skills necessary to accomplish the task.
  5. Match the project to a qualified and interested individual.
  6. Specify the details. Be very clear about task requirements and rewards, but allow the individual the liberty to choose how to achieve the desired outcome.
  7. Provide adequate and ongoing feedback. As you monitor progress, provide encouragement and additional guidance if necessary.

## Vice President

**The vice president is responsible for the club in the absence of the club president and should assist the president and other officers with their duties.** Therefore, the vice president must be current on all club activities and understand the president's responsibilities.

### DUTIES AND RESPONSIBILITIES

- Oversee all committee activities.
- Preside at all club and board of officer meetings in the president's absence.
- Serve as an ex-officio member on all committees.
- Report on committee progress to board of officers.

#### Weekly Duties

- Follow up with committee chairs to verify progress.
- Attend weekly club meeting.

#### Monthly Duties

- Attend two board of officers meetings.
- Attend monthly committee meetings as an ex-officio member and advisor.
- Collect monthly committee reports and submit them to the secretary.
- Present a report on committee progress during board of officers meetings.

#### Annual Duties

- Become familiar with the responsibilities of all officer positions.
- Maintain club committee files, including work accomplished, members, projects, budgets and timelines.
- Obtain information from the club's immediate past vice president.
- Recruit and retain members.
- Conduct educational programs as assigned by the president.
- Familiarize incoming vice president with the position.
- Assist the president as requested.

## Secretary

The secretary manages all club records and documents details important to club operation, including meeting minutes and attendance at club and board meetings.

### DUTIES AND RESPONSIBILITIES

- Maintain all records, including club membership, dues payment and committee activity.
- Document club activity through meeting minutes.
  - ***THE FIRST SECTION of the minutes should contain:***
    - > Type of meeting (club, board, regularly scheduled, specially scheduled).
    - > Name of participating organizations.
    - > Meeting date, time and location.
    - > Names of the chair (typically the club president) and secretary.
    - > Whether 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 motion's exact words, the maker of the motion and the action taken: amended, passed, rejected, tabled or withdrawn.
    - > Describe how the motion was adopted or disposed of and whether the motion might 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 SECTION should state the time of adjournment.***
    - > Go to the Circle K International website for a sample of board meeting minutes.
    - > Maintain attendance records for club meetings and activities.
    - > Coordinate all club correspondence.
    - > Respond to requests within seven days. Your response should be of similar tone to the request.
    - > Forward dues-invoice and membership forms to the district and international offices in conjunction with the club treasurer.
    - > Complete and submit all monthly reports through the Member Update Center and any additional forms required by the districts.

- > Maintain a file for committee reports.
- > 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.

**One of the secretary's most important duties is documentation of club activities and member involvement.** Accurate records lend to club credibility and viability. In addition, this information helps incoming officers and committee chairs as they evaluate the success of past club activities and develop future goals.

*The secretary is responsible for documenting:*

- 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 official minutes.
- Respond to all correspondence within seven days and inform officers and advisors of the communication.

### Monthly Duties

- Recommend agenda items to president for board of officer meetings.
- Attend board of officer meetings.
- Write monthly report and submit to the district using the Monthly Reporting Form (MRF) distributed by CKI.
- Forward newsworthy information to the district for publication.
- Publish a club newsletter (if club editor position does not exist).

### Annual Duties

- Obtain all files and information from immediate past secretary.
- Inventory all club property.
- Create a filing system for club reports, newsletters and literature.
- Produce a club membership directory.
- Complete award forms for district and international contests.

- Help complete all delegate registration forms for district and international conventions.
- Acquaint incoming secretary with the position.

## Reporting to the Board

At each board meeting, the secretary should present a report of activities since the last meeting. ***This report should include:***

1. Information about any correspondence received and/or distributed.
2. Report of meeting attendance and total member and guests participating in club projects.
3. Report on prospective new members.
4. Report of activities accomplished, such as the submission of dues, development of the club newsletter and monthly report.
5. Report monthly on the number of committee reports received.

## Treasurer

**The treasurer works closely with the club secretary to coordinate the collection and disbursement of money. Accurate record keeping is imperative to this position.** The treasurer needs to learn the university's procedure for collecting and disbursing club monies. In many cases, the university requires all club transactions to go through its business office.

## DUTIES AND RESPONSIBILITIES

- Collect and record member dues.
- In coordination with the secretary, forward dues and membership invoice to the international office. Additionally, contact the district treasurer to determine whether copies of the dues invoice need to be sent elsewhere.
- Prepare the budget and ensure that club activities adhere to it.
- Maintain accurate financial records.
- Establish a book of accounts showing all financial transactions.
- Transact business through a bank or school account.
- Inform the club of its financial strengths and weaknesses.

- File appropriate forms with the Internal Revenue Service (U.S. only) if necessary.
- Inform the Kiwanis club of the CKI club's financial status.
- Disburse funds and pay bills promptly as approved by the board of officers.
- Reconcile bank statements.
- Invoice members for unpaid dues.
- Deposit club funds.

### Weekly Duties

- Pay all bills as approved by the board of officers.
- Record all expenditures and income for the week.
- Secure advice from faculty advisor and Kiwanis advisor on all financial matters.

### Monthly Duties

- Collect all money for club projects.
- Present finance report at board meetings.
- Collect dues from new members and forward them to the international office.

### Annual Duties

- Obtain all financial records, receipts and files from the immediate past treasurer.
- Prepare a budget for the year following your term.
- Organize all financial records for the treasurer-elect.

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### PREPARING THE BUDGET

The treasurer consults with the Kiwanis advisor to develop the club's budget, which is then presented to both clubs' board of officers for approval.

**The budget outlines planned expenditures and income based on the clubs' approval and commitment and should guide CKI activities during the year.**

When approving the budget, the club must commit to raising the necessary income. Without the budgeted income, the club cannot spend as it had planned without incurring a deficit. When expected income is not achieved, expenditures must be cut.

The club should work with the university to establish financial accounts and determine account management guidelines.

**CKI, a nonprofit organization, receives much of its receipts from the general public. Therefore, the law requires that two separate accounts for receipts and expenditures be maintained: a service account and an administrative account.**

**Service Account:** All monies collected from the general public must be returned to the general public. Such monies cannot be used for club administrative costs, such as printing, conventions, conferences and travel to nonservice projects.

**Administrative Account:** The administrative account is the club's operating account to be spent on club administration and/or members. Administrative account monies come from dues, Kiwanis family members and university subsidies and may be used to buy supplies, purchase advertising, send members to conventions and conferences, etc. Administrative account funds can be transferred to the service account. However, service account funds cannot be transferred to the administrative account.

**For bookkeeping and auditing purposes, each receipt should identify the account of deposit. Likewise, all checks should note from which account and line item, if appropriate, the money was drawn.**

## MAINTAINING ACCURATE FINANCIAL RECORDS

Keep an account of all transactions as they are made. Consider keeping a general journal or spreadsheet containing three columns: income, expenses and balance. **Log each transaction when it occurs.** Include the date and a simple description, then record the balance. The club should provide a general ledger or accounting software for its treasurer.

- Always obtain a receipt as evidence of payment when disbursing money.
- Use a check rather than cash to provide the club with an additional receipt.
- Require members to complete an expense voucher with attached receipts to receive reimbursement for expenses.
- Authorize two individuals (typically the club treasurer and president) to write checks.
- When receiving funds, especially for cash (i.e. dues and fundraiser money), always issue a receipt. Ideally, you should purchase a book of cash receipts so the club can maintain copies.
- Never hold cash personally for any length of time. The treasurer is responsible for the club's finances. By depositing cash upon receipt, you guarantee that funds are secure.

### BANK RECONCILIATION

Periodically, the bank will issue a statement listing all transactions within a certain time period. The bank may or may not return canceled checks, depending upon its policy. When you receive the statement, reconcile it with your records to verify the club's balance and correct any errors. **Follow these steps:**

1. Compare that statement amounts match amounts noted in the checkbook.
2. Place the bank statement balance in the appropriate space on the back of the statement.
3. Add any deposits not noted on the statement.
4. Deduct all outstanding checks not yet cashed.
5. This adjusted balance should agree with the checkbook balance. If it does not, double-check your arithmetic. If the error is not the club's, contact the bank and ask that someone review the statement for possible error.

### FINANCIAL REPORTS

***The treasurer should present a formal report to the board of officers biweekly, including the following information:***

1. Summary of the club's financial status: current assets, current liabilities and outstanding debts.
2. A comparison of budgeted revenues and expenditures versus actual revenues and expenditures, with a column showing the year-to-date balance.
3. Outstanding bills to be paid.
4. Financial concerns, if any.

### AUDITING CLUB BOOKS

**The club's financial records should be audited annually. This audit should take place after October 1, following the fiscal year's end and the year-end report's completion.** Check with your Kiwanis club for the name of a reputable accountant. You may find that an accountant in the Kiwanis club will perform the audit for free or a nominal charge. If an accountant is not a member, the club should still request an audit. Consult with the Kiwanis and faculty advisors for guidance.

## **TAX STATUS AND FILING FORM 990 WITH THE INTERNAL REVENUE SERVICE**

*This information applies to U.S. clubs only.* Because CKI is a nonprofit, clubs do not have to file tax forms unless the club's gross receipts exceed US\$25,000 or the Internal Revenue Service requests that a club file. In either case, the treasurer should complete and file Form 990SF. **The form can be obtained from any Internal Revenue Service Office or at [irs.gov](https://www.irs.gov).** Please note it may be necessary for some clubs to apply for their own Employer Identification Number. If your club's host university or college maintains and reports your financial records, your Circle K International club is considered by the IRS as being part of the school and is therefore tax-exempt and not required to file tax returns with the IRS.

If your CKI club remains a tax-exempt 501(c)(4) organization (social welfare organization), under IRS rules it must continue to file tax returns with the IRS. In addition, contributions to a 501(c)(4) organization are not tax-deductible by individuals.

**If you are a member of a club outside the United States, consult with your Kiwanis and faculty advisors and your sponsoring Kiwanis club for laws and restrictions in your area.**

## **COLLECTING AND SUBMITTING DUES**

CKI dues provide many services: leadership training, service program materials, conventions and conferences, professional development, fellowship opportunities, scholarships, member support information, experienced counseling, club mailings and literature on member development and recruitment, public relations and club officer training.

**Each CKI member must pay both international dues and district dues, which vary by district.** Individual clubs might require dues as well, with an amount specified in club bylaws. That money can be used to purchase pins, pay for the club's administrative costs, finance member events such as an induction ceremony or appreciation banquet, send delegates to district and international conventions or other club or member benefits. Members should be aware of the financial implications of membership prior to joining CKI.

Visit [circlek.org](https://circlek.org) and click on the Membership Update Center to update your club's roster online. After completing all membership information, generate an invoice. Mail check or money order (DO NOT SEND CASH) to the address shown and include a copy of the invoice, or you can pay via credit card.



Your club may charge your members dues to support club and member activities. If your club charges dues, the money can be used to benefit the club and members by purchasing member pins, paying for the administrative costs of club operations, financing events such as an induction ceremony or appreciation banquet, and sending delegates to district and International conferences and conventions.

**International, district and club dues are payable on October 1. If U.S. clubs do not pay dues by December 1, they will be considered suspended. Non-U.S. clubs are suspended if not paid by February 1.**

Suspended clubs lose the right to seat delegates at the district and international convention, and their members are not eligible to serve in an elected or appointed office on the district or international level. In addition, members of clubs on suspended status are not eligible to receive scholarships administered by the Kiwanis Children's Fund. Suspended clubs are not eligible for awards or recognition in any program administered by CKI.

Many clubs tend to delay dues payment until all prospective members have paid. However, dues can be submitted periodically as they are received and should be sent to the Kiwanis International Office before December 1. Order additional forms from CKI or download them at [circlek.org](http://circlek.org).

When collecting dues, explain to members how the funds are used, as previously outlined. Thanks to the support of Kiwanis districts and the Kiwanis Children's Fund, members receive more for their money than most organizations offer.

## Secretary/Treasurer

Many clubs decide to merge the positions of secretary and treasurer into one position: secretary/treasurer.

The responsibilities of the secretary/treasurer are extensive, and the club should limit the addition of new job responsibilities for this officer. **The secretary/treasurer position requires both financial management and club documentation skills.** If the club has a secretary/treasurer position, this person should refer to the job descriptions for both the secretary and treasurer outlined in this officer guide.

## Editor

**If your club elects or appoints an editor, it is the editor's responsibility to create periodic publications, newsletters or other communications to inform your members about events, important dates and board activities.** A good newsletter will motivate members who have not been attending club meetings to participate in club projects.

The club newsletter reminds members about club activities and motivates them to participate. **Topics should include:**

- Upcoming programs at meetings.
- Upcoming service projects, social activities and Kiwanis family activities.
- Committee Progress Report Forms submission deadlines.
- Deadlines for project sign-ups.
- Important dates (for the club, university and sponsoring Kiwanis club).
- District, division and international events.
- Board actions.
- Names of new members.

You may want to liven up the newsletter by encouraging members to submit their own photos and stories, including interesting articles from other publications and highlighting other campus activities.

**When designing the newsletter, be creative, but keep it simple. Use the CKI brand guide to ensure consistent design.** Developing newsletters can be time-consuming; make sure that your design doesn't distract from the newsletter's content.

With the increase in technology and computer access, many clubs are moving toward electronic newsletters. The format and purpose of the newsletter remained unchanged, however the distribution of the newsletter is done via email or posted onto the clubs Web site. This type of publication virtually eliminates the cost of creating club newsletters and many times members prefer the electronic version of the newsletters compared to hard copies.

## Recruitment and Orientation Officer

**The club's recruitment and orientation officer is responsible for many tasks revolving around membership, including recruitment, retention and education.** While these tasks fall on all members of the board of officers, the R&O officer is the primary coordinator of these efforts.

Each of these processes is fundamental to the health of a club; none are a one-time activity. This means that the R&O officer works year-round.

### DUTIES AND RESPONSIBILITIES

- Coordinate the club's overall recruitment and retention efforts.
- Seek out recruitment opportunities and organize recruitment events.
- Keep track of all club members' engagement/reach out to members who are not actively engaged.
- Organize social events and meeting icebreakers to keep members engaged.
- With the board of officers, acquire and communicate feedback from members regarding club activities.
- Educate new members about each level of CKI so they are familiar with the organization's purpose and structure.
- Host workshops to train members on recruitment techniques and strategies.

## Weekly Duties

- Analyze spreadsheets tracking membership involvement and attendance to identify patterns or trends.
- Plan icebreakers or alternative activities for club meetings.
- Reach out to members who miss more than two or three meetings.
- Promote Circle K International on campus.
- Attend club meetings.

## Monthly Duties

- Attend meetings of the board of officers to discuss membership growth and concerns for any members with declining involvement.
- Conduct trainings for new members.
- Organize recruitment events.
- Organize social events and opportunities.

## Annual Duties

- Work with the board of officers to determine a membership goal and develop a growth strategy.
- Develop a new-member orientation curriculum to be ready and executed approximately one month after the first meeting, with content applicable to returning members.
- Maintain files on and analyze trends pertaining to club recruitment, retention and educational activities.
- Obtain feedback on club operations and likelihood/willingness of members to stay involved.
- Maintain contact with prospective and current members.
- In conjunction with Kiwanis family chairs and/or appropriate district officer(s), execute Key to College programs at local high schools.
- In conjunction with club editor, promote CKI on campus.
- Utilize recruitment resources to increase club membership.
- Hold training for club members on how to recruit members, including how to “table” effectively.
- Plan and promote recruitment events, such as tabling at club fairs, speaking at university functions or classes and planning social events for prospective members.
- Coordinate with club editor to create promotional materials for the club.
- Train incoming R&O officer on how to effectively execute the position’s duties.

## Committees

**In consultation with the board of officers, the club president should design a committee structure that will enable the club to meet its goals.** All club activities should move the club closer to its goals. The Standard Form for Club Bylaws recommends certain standing committees; however, each club needs to specify committees unique to its interests and goals.

The vice president oversees committee activities and reports progress to the board of officers. **While many clubs believe that all committees must be yearlong, some can serve as task forces with a specific short-term mission or to oversee a service project. This approach encourages fresh ideas and new energy for each project.**

The president and vice president play advisory roles in managing committees. They review each committee's monthly activity report and address any expressed questions or concerns with the committee chair.

**The president and vice president should encourage progress by rewarding committees for their efforts.** If a committee seems confused about next steps or appears misdirected, the vice president should schedule a meeting with the committee chair to offer guidance and identify helpful resources.

## DUTIES AND RESPONSIBILITIES

The committee chair coordinates all committee activities. *Duties include:*

- Upon appointment, reviewing the committee's purpose and responsibilities with the vice president.
- Asking for clarification and further direction as needed.
- Detailing the committee's responsibilities.
- Providing each committee member with the detailed responsibilities.
- Orienting members to the committee's purpose and goals.
- Planning project strategy for each task.
- Conducting at least two committee meetings monthly.
- Discussing progress, outlining activities for the coming months and delegating tasks.
- Reviewing activities and achievements of past committees.
- Considering recommendations made for future programs.

- Assessing community needs when planning service projects.
- Completing monthly reports for the vice president.
- Evaluating committee progress periodically and at the project's conclusion.

## Faculty Advisor

The faculty advisor serves as a liaison between the school and the club. ***To fulfill this responsibility, the faculty advisor should, when necessary:***

- Provide assistance in obtaining a regular meeting room and needed equipment.
- Explain the school's policy on providing financial assistance to campus organizations and help the club obtain any needed funds.
- Understand and explain campus policies regarding organizing campus-wide events, posting signs and advertising on campus.
- Provide a club contact to the school newspaper and other media services.
- Help the club obtain incoming-student information from the registrar's office for membership recruitment activities.
- Advise the club of any actions or planned events that conflict with campus policies and should be discontinued.
- Monitor the grade point averages of club members and officers to ensure all members are maintaining the minimum requirement for graduation. Advise the club president of any members with academic difficulties.
- Try to attend each meeting of the club and board of officers.
- Meet at least monthly with the Kiwanis advisor.
- Attend the Kiwanis club's meetings as often as possible.
- With the Kiwanis advisor, plan and facilitate the annual training session for incoming club officers.

## Kiwanis Advisor

The most critical role of the Kiwanis advisor is to be a liaison between the sponsoring Kiwanis club and the CKI club. ***To fulfill this responsibility, the Kiwanis advisor should:***

- Report on CKI activities at each Kiwanis club board of officers meeting and to the entire Kiwanis club at least monthly.
- Notify the Kiwanis club board of officers about CKI projects and activities that can benefit from Kiwanis involvement.
- In consultation with the faculty advisor, plan and facilitate the annual training session for incoming club officers.
- Annually review CKI sponsorship obligations with the entire Kiwanis club membership.
- Organize and manage an active Kiwanis club committee on CKI.
- Work with the Kiwanis club board of officers to include funds for CKI operations in the Kiwanis club budget.
- Encourage CKI club members to attend Kiwanis club meetings and, if possible, arrange to cover the students' meal costs.
- Arrange for CKI club officers to present an annual program on their club's activities to the Kiwanis club.
- Meet at least monthly with the faculty advisor.
- Submit articles on club activities to the Kiwanis district editor.
- Arrange formal recognition from the Kiwanis club for the faculty advisor's efforts.
- Encourage parents and graduating members to join a Kiwanis club.
- Provide ongoing training to club officers.
- Try to attend each meeting of the club and the board of officers.

***To assist the club in fulfilling its financial and administrative responsibilities, the faculty and Kiwanis advisors should:***

- Monitor the submission of monthly reports to the district secretary.
- Ensure the U.S. club pays all district and international dues by December 1 and submits the appropriate dues and membership forms.
- Ensure non-U.S. clubs pay international dues by February 1 and submit the appropriate dues and membership forms.

- Ensure the club's bylaws conform to the Standard Form for Club Bylaws, have been approved by CKI, include any language required by the university and are on file in the student activities office.
- Work with the club board of officers to develop an effective annual budget.
- Monitor club expenses to ensure expenditures remain within budget parameters.
- Make certain the club develops and implements a plan for membership recruitment activities.



# Recruitment and Retention

A successful club attracts dedicated members willing to serve the community, and club officers play key roles in recruiting and retaining members.

**Recruitment is a never-ending process, because a club must constantly look toward the future to be sustainable.** Your club likely will have turnover each year, so at a minimum you'll need to replace those who leave. Growing the membership impacts many other aspects of your club as well, including the ability to serve more people. Your board should brainstorm recruitment ideas that would most appeal to your student population.



For additional ideas and other resources to help your club's recruitment and retention efforts, visit [circlek.org](http://circlek.org).

# Goal Setting

Goals keep club officers and members focused on CKI's mission. While performing service is fulfilling, goals give members an extra incentive to participate in projects and help the community. Throughout your term in office, the mission of serving the children of the world can lose its clarity. Goals set at your term's beginning can help you concentrate on the smaller tasks that allow your club to accomplish the original mission.

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## Use the following SMART guide to help you and your board set achievable goals:

**Specific.** A specific goal has a much greater chance of being accomplished than a general one. To set a specific goal, answer five detailed questions: who, what, where, when, why.

**Measurable.** Establish concrete criteria for measuring progress (including target and completion dates) toward attaining each goal. When you measure progress and reach target dates, you stay on track for success.

**Attainable.** When you identify your most important goals, you begin to figure out ways to make them come true. You develop the attitudes, abilities, skills and financial capacity to reach them.

**Realistic.** To be realistic, a goal must represent an objective toward which you are willing and able to work. A goal can be both ambitious and realistic; you are the only one who can decide how high to aim. Be sure that every goal represents substantial progress. A high goal is frequently easier to reach than a low one, because a low goal exerts low motivational force.

Create a timeline for implementing your goals step-by-step. Setting deadlines motivates people and ensures projects are done on time and on budget. Make sure the timeline is realistic and flexible to ensure the goals can be achieved.

# The Kiwanis-CKI Relationship



Kiwanis International is the parent organization of CKI (university), Key Club (high school), Builders Club (junior high/middle school) and K-Kids (elementary school). For a CKI club to exist, a Kiwanis club must sponsor it and agree to make both a financial and programming commitment. The objects of CKI and Kiwanis are parallel, and both organizations share the same motto: “Serving the Children of the World.”

The CKI club and the Kiwanis club share certain responsibilities. ***Each club needs to fulfill these basics:***

1. Maintain a committee of Kiwanis members to advise and counsel the club. The committee chair serves as the club’s Kiwanis advisor and is responsible to the Kiwanis club for all CKI activities.
2. One member of the sponsoring Kiwanis club should attend each CKI club meeting and encourage CKI members to attend each meeting of the Kiwanis club.

3. Work with the CKI district board of officers and district administrator to ensure that all newly elected club officers receive training and education and that the club maintains an appropriate activity level.
4. Provide for the club's financial stability by helping to implement sound fiscal policies, prepare responsible budgets, maintain accurate records and plan and operate needed fundraising activities (unless the school prohibits them).
5. Complete and deliver district and international forms, reports, dues and sponsorship fees on or before the required date.
6. Maintain an active club membership at charter strength or above.
7. Make certain that effective educational programs are presented to CKI and Kiwanis membership on a regular basis.
8. Encourage attendance at all district and international events by CKI members and Kiwanians.
9. Recognize that sponsorship is a continuous endeavor.
10. Training club officers is the No. 1 priority. CKI makes available Club Leadership Education materials that Kiwanis clubs should use to train club officers.



Your sponsoring Kiwanis club provides continuity from year to year. College students leave the club after graduation; Kiwanians remain members for years.

Your Kiwanis club will share its expertise and a historical perspective with new officers and members. **For this relationship to work, both clubs must understand all expectations.** On the Circle K International website, review the Sponsorship Resource Guide for additional guidance.

# The Kiwanis Family

CKI, Key Club International, Builders Club, K-Kids and Aktion Club are service leadership programs of Kiwanis International. **All branches of the Kiwanis family work to accomplish the same goals and objectives.** As the six organizations coordinate their community service endeavors, the impact they make together is tremendous. Your club should seek out opportunities to work with all branches of the Kiwanis family through inter-clubs and joint projects.

## Teen programs:

### Learning to lead with compassion



The dedication and enthusiasm of these students has been felt in communities across the globe since the program began in 1925. This student-led organization encourages leadership development through service to others. Students build confidence and character, learn to be effective, strive for academic achievement, create more inclusive environments in their schools and develop empathy for those less fortunate.

*Secondary/high school* » [keyclub.org](http://keyclub.org)

### Building self-esteem at a pivotal age



Builders Club members are discovering who they want to become. Builders Club focuses their raw potential into service for others — empowering them to be themselves, work together, make plans, set goals and take action. As they participate in club activities and events, students develop important social and emotional skills that help them make smarter decisions and avoid risky behavior.

*Middle/junior high school* » [buildersclub.org](http://buildersclub.org)

## KEY LEADER®

### **A life-changing leadership weekend**

Key Leader is an inspirational weekend leadership experience for emerging high school leaders.

This life-changing weekend offers students a taste of what servant leadership is all about. Through team-building activities, group discussions and personal reflection, students gain self-confidence, make new friends and learn the joy and power of community involvement.

*Ages 14-18 >> [key-leader.org](http://key-leader.org)*

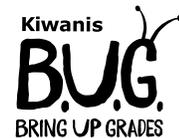
## Kiwanis Kids programs:



### **A character-building program**

Terrific Kids recognizes students for modifying their behavior. The program encourages kids to become the best version of themselves. Participants determine what being terrific means to them, then develop their own goals and use peer mentoring to hold themselves accountable for the actions they take each week. When a participant achieves their goal, they are honored for being a Terrific Kid.

*Ages 6-12 >> [terrifickids.org](http://terrifickids.org)*



### **Empowering kids in their academic success**

Bring Up Grades, or BUG, recognizes elementary students who raise their grades or maintain good grades from one grading period to the next. Students are motivated to excel because they set their own goals and participate in peer mentoring, which involves their classmates in their success. When they reach their goals, the entire class celebrates.

*Ages 6-12 >> [bringupgrades.org](http://bringupgrades.org)*



### Where young leaders learn to help others

In ways large and small, K-Kids change the world around them and, in the process, transform themselves. Students lead the club, plan activities, participate in community service projects, celebrate their successes and develop empathy, self-confidence and compassion along the way. Through service to others, they begin to understand the impact they can have on their school, their community and their world.

*Primary/elementary school* >> [kkids.org](http://kkids.org)

## Adult programs:



### Where development has no disability

Aktion Club is the one and only service club for adults with disabilities. Clubs are formed at or with various organizations that support individuals with disabilities, as well as other community programs. These caring adults develop confidence and character as they take on leadership roles in their clubs and direct service projects. Members gain a sense of purpose and personal satisfaction as they serve their communities, help others and discover their own talents.

*Adults with disabilities* >> [aktionclub.org](http://aktionclub.org)



For more information on each of the Kiwanis Service Leadership programs, visit the Kiwanis family links on the CKI website at [circlek.org](http://circlek.org).

# CKI Structure

There are three levels of CKI: club, district and international

## THE CLUB LEVEL

**The club is the first and most important level of CKI.** Without the clubs, there would be no need for the district and international levels. The club level is where the mission of CKI is realized. **Clubs are the heart of CKI's service.** The other levels exist to provide consultation and develop program materials that assist and support club members in attaining service and leadership development objectives.

## THE DISTRICT LEVEL

CKI is divided into districts that are either a state, a combination of states, provinces and/or countries. They are regionally identified. **The district's main function is to develop and maintain clubs within the specified region. The governor serves as the district's chief spokesperson and leader.** Other district officers include the secretary, treasurer (or secretary/treasurer), editor and lieutenant governors.

Districts are further broken down into divisions managed by lieutenant governors. **The lieutenant governor services the needs of division clubs by visiting, counseling, assisting, getting clubs involved in district and division projects and evaluating club progress.** As each club's primary liaison to the district, the lieutenant governor can share ideas and recommend strategies for club management issues.

**Each district offers leadership development and social opportunities and carries out a district-wide project, in which each club is encouraged to participate.** The district conducts rallies for the clubs in each division and sponsors two conferences: leadership training in the fall and a district convention in the spring. As many club members as possible should attend their district convention. Each club is allowed two voting delegates to elect new district leadership, share input, vote on district bylaw amendments and determine the district's future.

## THE INTERNATIONAL LEVEL

The final level of CKI is the international level. **The CKI International Board of Trustees is composed of the president, the vice president and seven representatives.** These students administer the organization at the international level. They identify critical issues facing CKI and evaluate strategies to help support the organization's mission. **The international board sets CKI policies, develops service initiative programs and advises and educates the districts.**

**The international board consults with each district governor to assist with district management.** International representatives serve as liaisons between the district and international levels. The council of governors meets annually with the CKI International Board of Trustees to discuss the state of the organization.

As many club members as possible should attend the annual CKI international convention. Each club is allowed two voting delegates to elect new international leadership, share input, vote on amendments to the international bylaws and determine the future of CKI.

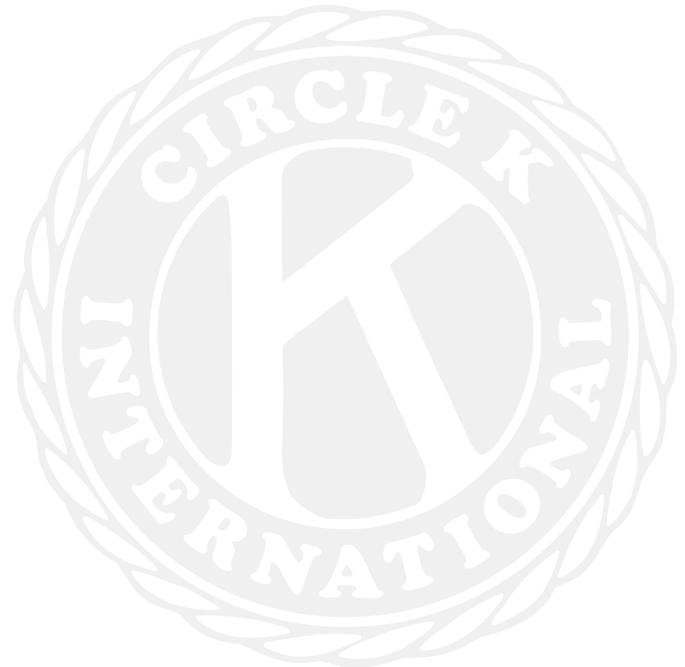
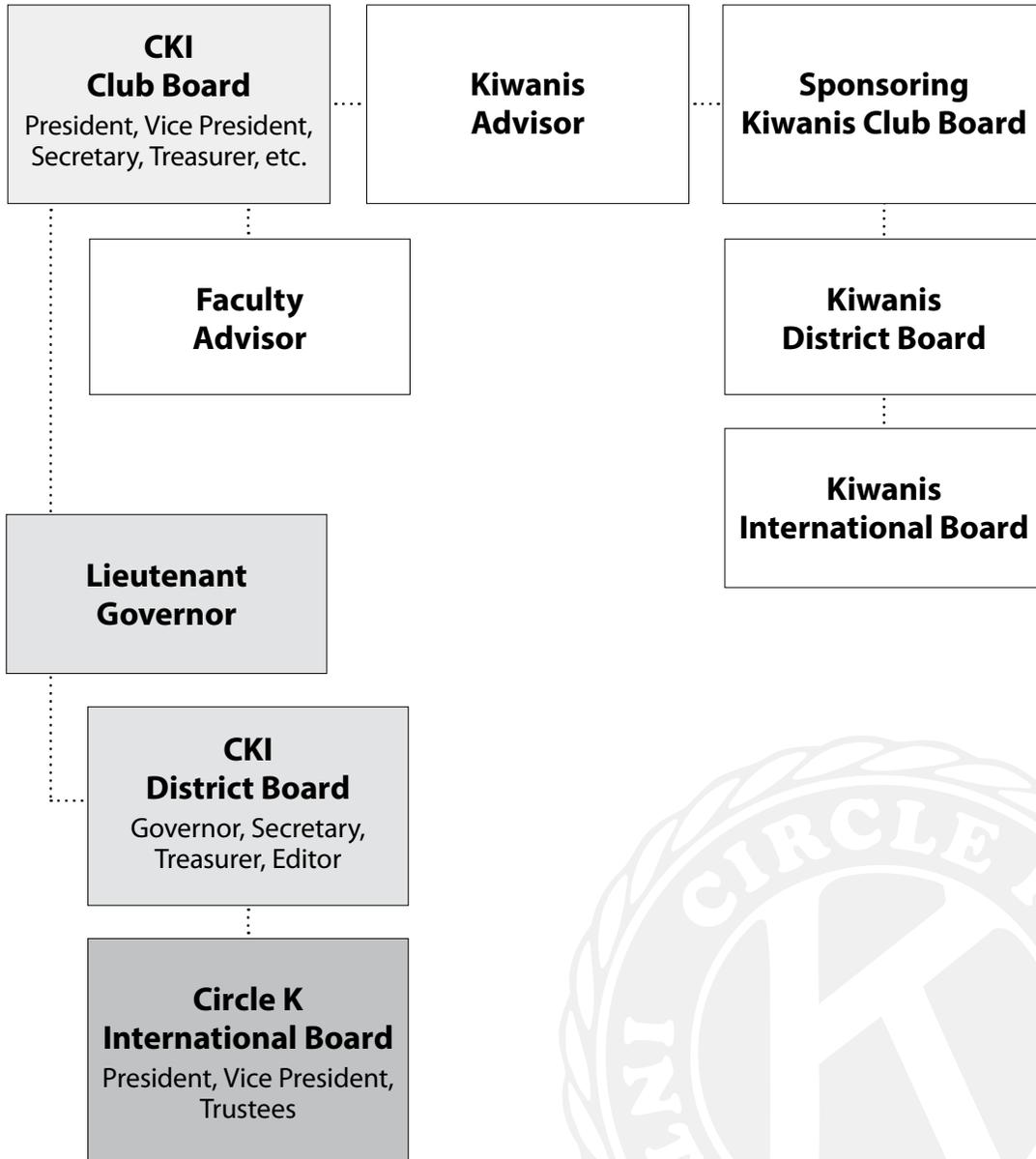


**One thing that sets CKI apart from other collegiate organizations is that students lead the organization at all levels.**

The Kiwanis International Office in Indianapolis, Indiana, also maintains a team of employees designated to work solely for Kiwanis service leadership programs. It develops service program materials, processes dues and membership information, creates leadership development literature, manages the international budget and forwards mailings to clubs, faculty advisors and Kiwanis clubs, among other tasks.

Though the structure of CKI is complex, it is designed to ensure that members receive adequate support for their organizational activities. The organizational structure has been developed so all levels are interrelated and interdependent. **Although each level retains autonomy in operation and decision-making, all three levels of CKI must interact to realize the Objects and Vision of the organization.**

# Organizational Chart



# CKI Programs

To help members fulfill the mission of CKI, programs focus on specific needs in the community and around the world.

*CKI provides the following programs:*

- **Service Initiative:** In support of serving the children of the world, the CKI service initiative “Focusing on the Future: Children” encourages members to address issues facing children ages 6 to 13 and find service solutions for addressing them.
- **The Society of Distinguished Collegians:** This program recognizes those members who strive for excellence in academics, service to campus and community and commitment to the local club.
- **CKI Service Recognition Award:** This program recognizes members from each district who have had a significant service impact in campuses and communities.
- **CKI Scholarships:** CKI offers a number of scholarships to recognize and financially assist CKI members who have demonstrated excellence in academics, leadership and service to others.
- **Circle of Service Award:** This program was created to annually recognize and honor an individual within Kiwanis International who has made the most outstanding contribution to CKI. The individual is neither a salaried Kiwanis official or a Circle K International member.
- **CKI Humanitarian Award:** This annual program recognizes one individual whose efforts on behalf of others have significantly contributed to the betterment of the world. Any outstanding individual who has had a positive impact on humanity is eligible to receive this award.
- **Growth Enhances Membership Program:** This program recognizes clubs that achieve success in membership growth as compared to the previous year.
- **Spark!:** This program serves as an opportunity for members to become more dynamic leaders in their communities. Spark! is led by professional facilitators and is held in Chicago each year.
- **Distinguished:** These prestigious awards recognize district officers, committee members and advisors who have excelled during their terms. The awards are presented at the annual international convention.
- **Outstanding Awards:** This program recognizes individual club members who have provided outstanding service to their clubs and community.

- **Outstanding CKI Alumnus Award:** This award is designed to recognize one outstanding CKI alumnus who has remained committed to the organization's mission through continued involvement with the Kiwanis family upon graduation.
- **CKI Hall of Fame Award:** Recognizes distinguished members of Circle K International who, through years of dedication, commitment and service, have exemplified the tenets, principles, and motto of the organization and have made significant contributions to Circle K International as a whole.
- **New Member of the Year Award:** This award recognizes new members to CKI who demonstrate unwavering dedication to the tenets of service, leadership and fellowship and are outstanding members of the Kiwanis family.
- **CKI Contests:** Contests allow clubs or individuals enter to demonstrate excellence in a particular category. Current CKI contests include: Outstanding Kiwanis Family Relations Award, Single Service Award, Oratorical Award, Club Achievement Award, Club Newsletter Award, Club Promotional Video Award and many others.

As the district's governing body, the district board of officers oversees all district activities. A description of the board of officers can be found in the Standard Form of District Bylaws, Article V. Every district board includes the district administrator, a Kiwanian who serves as an ex-officio member of the board.



## RESOURCES

CKI provides numerous resources to assist clubs, districts and the general membership. Visit [circlek.org](http://circlek.org) for available resources, guides, graphics and other materials.

# Circle K International Office

## OFFICE HOURS

Monday through Friday 8:30 a.m.–4:45 p.m.

Eastern Standard Time (year-round)

*Time can be checked online at [kiwanis.org](http://kiwanis.org).*

## CKI

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#ChooseCKI



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[circlek.org](http://circlek.org)

*Circle K International is a program of Kiwanis International.*

NOVEMBER 2019 GICK-819-317