

## Distinguished Webmaster's Award

# 2020-21 Distinguished Webmaster's Award

This document includes instructions, cover sheets and section labels that you must use to apply for the distinguished district officer awards. Each district administration can select the means of applying – either a shared file folder on a digital cloud service like Google Drive or a traditional binder. Make sure to follow the instructions from your district administrator and to show them your final submission before you send it to the Key Club International office.

### **General requirements**

1. If your administrator signs that you have performed a task, no other verification is necessary.
2. Extraneous materials in sections (other than the Miscellaneous section) are not necessary and will not be counted. Only include requested materials.
3. Once your submission has been submitted to the office, no other materials will be added by Key Club International Staff.
4. All submissions are to be received in the Key Club International office by the last week of April otherwise your administrator will be responsible for bringing it to the Governor-Administrator Training Conference.

### **Requirements for the non-digital binder:**

1. To properly format your binder, print the labels included in this document and insert them into two sets of five-tab dividers. You can use any brand or style.
2. Place the tab cover sheets included in this document as the first sheet behind the tab divider.
3. The binder may not exceed 4 inches of material. Please do not attempt to put 5-6 inches of material in a 4 inch binder.
4. The tabs must be visible when the binder is open so that judges can flip easily to the required section. Nothing should obstruct the view of the tab.
5. No page protectors should be used. Judges will not remove items from page protectors to view them.

### **Requirements for the digital binder:**

1. To properly format your digital binder, name nine shared folders to match the labels included in this document.
2. Place all required contents in the proper folder.
3. Adjust the share settings on every folder and document to allow people outside of your organization to view the contents.

If you have any questions about the criteria or your binder, please do not hesitate to contact the Key Club International staff.

Greg Stowers, director, Key Club International, [gstowers@kiwanis.org](mailto:gstowers@kiwanis.org) 1-800-549-2647 ext. 209 or +1-317-217-6209

# Distinguished District Webmaster Award

**Applicants name:** \_\_\_\_\_

**District:** \_\_\_\_\_

**Return binder to the following street address:**

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## Verification

As required, the district administrator verifies that the district officer has been officially in office for at least 10 months.

Verified by signature of district administrator

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## Award information

- An evaluation will be made on the basis of the criteria set forth below. This is not a contest between district officers, but recognition of an individual's performance.
- Nominations must be received at Key Club International no later than the first Friday in April.
- Copies of all required documents must accompany the nomination.
- Information must be submitted in a single binder, not to exceed four inches, keeping the information in accordance with each individual heading described below.
- In order to receive this award, a total of **1,000 out of a possible 1,250 points** must be accumulated.

# Distinguished District Webmaster Award

## **Personal statement**

(50 points maximum)

Provide a comprehensive review of your year as district webmaster, including, but not limited to:

- a. What you accomplished (10 points).
- b. What you learned (10 points).
- c. What you would do differently (10 points).
- d. Your goals as a district executive officer (10 points).
- e. Extenuating circumstances and any hardships you may have faced with Covid-19, 500-word limit (10 points).

# Distinguished District Webmaster Award

## **Website home page**

(250 points maximum)

The website home page should include the following:

- a.** A clear description of who you are (20 points).
- b.** An easily navigated site map (20 points).
- c.** Easy-to-find contact information (20 points).
- d.** An obvious call to action (20 points).
- e.** Fresh/current content (20 points).
- f.** A blog (30 points).
- g.** An e-newsletter sign-up option (20 points).
- h.** Social media accounts

(75 points maximum)

Facebook (15 points)

Twitter (15 points)

YouTube (15 points)

Snapchat (15 points)

Instagram (15 points)

- i.** Key Club branding (25 points)

# Distinguished District Webmaster Award

## **Website internal pages**

(275 points maximum)

Website pages should include the following:

- a.** About us page (20 points maximum).
- b.** Resources page (160 points maximum).
  - Links to Key Club International's website (80 points)
  - Key Club International Convention (30 points)
  - Contest and awards (30 points)
  - Resources (20 points)
- c.** District officer page (20 points maximum).
  - District publications (15 points)
  - Officer biographies and contact information (15 points)
  - Officer e-newsletters (10 points)
- d.** District convention page (30 points maximum).
  - Schedule (10 points)
  - Speakers (10 points)
  - Online registration (10 points)
- e.** Calendar with upcoming district events (20 points).

# Distinguished District Webmaster Award

## Social media campaigns

(250 points maximum)

Produce and manage at least two social media campaigns during the first half of the year and two social media campaigns during the second half of the year covering the following topics.

### a. Content – 1st half of the year

(100 points maximum)

1. International Convention promotion (June/July) (10 points).
2. Member recruitment (August/September) (20 points).
3. Youth Opportunities Fund (September/October) (10 points).
4. World Mental Health Day/Bully Prevention Month (October) (10 points).
5. Kiwanis One Day (Last Saturday in October) (10 points).
6. Key Club partners (20 points).
7. Repost/share at least two posts shared on Key Club International's website (20 points).

### b. Content – 2<sup>nd</sup> half of the year

(110 points maximum)

1. Key Club Week (First week of November) (20 points)
2. Kiwanis Family Month (November) (10 points)
3. District grant and scholarship opportunities (10 points)
4. District Convention promotion (20 points)
5. International Happiness Day (March 20) (10 points)
6. Key Club partners (20 points)
7. Repost/share at least two posts shared on Key Club International's website (20 points)

c. Spelling/grammar (all posts) (10 points).

d. Timeliness of covered material (all posts) (10 points).

e. Sharing Key Club branding (all posts) (5 points).

f. Creativity (15 points).

# Distinguished District Webmaster Award

## **Required attendance**

(100 points maximum)

Provide proof of attendance at each event.

- a.** District convention at the beginning and end of term (50 points).
- b.** 2020 Key Club International Summer Leadership Conference (25 points).
- c.** All district board meetings (25 points).

# Distinguished District Webmaster Award

## **Reporting**

(50 points maximum, 10 points for each report submitted)

Present the Webmaster's report at all official board meetings. If not in attendance at a board meeting, reports must be presented at the board meeting by another representative. Provide copies of these reports.



# Distinguished District Webmaster Award

## **Service to home, school and community**

(150 points if service is verified. Deduct 5 points for every hour below 40.)

Perform at least 40 hours of service to home, school, and community through Key Club activities. Verification shall consist of a spreadsheet that includes date and description of service performed. This must be certified by the club president and faculty advisor.

# Distinguished District Webmaster Award

## **Recommendations**

(25 points maximum)

Provide no more than one letter of recommendation for a value of 25 points total. (Letters can be written by district administrator, Kiwanis counterparts, Key Club district executive officers or recommenders of an equivalent stature.)

# Distinguished District Webmaster Award

## **Miscellaneous**

(100 points maximum may be granted based on explanations within this section.)

This section can be used to submit evidence of performance above and beyond the call of duty, including recommendations and documentation of achievements not covered by these criteria. Points may be awarded to previous sections based on explanations provided within the additional comments section; therefore, applications that do not meet the minimum points requirement may still be considered for the award. To be considered a viable reason for lack of points, explanations must be signed by the district administrator.

**Verification**

**Personal Statement**

**Website home page**

**Website internal pages**

**Social Media**

**Attendance**

**Reporting**

**Community Service**

**Recommendations**

**Miscellaneous**