

KEY SOLUTIONS

KEY CLUB MEMBERSHIP RESOURCES

Key Club International Major Emphasis Program History

At Key Club International's first convention in 1946, the organization was challenged to build a program to bring together all Key Clubs and members to focus energies on making an international impact. This program is still followed today through the Major Emphasis Program (MEP), which aims to help "Children: Their Future, Our Focus."

To fulfill the MEP, Key Club International serves children in many ways. By working with Key Club International's partner organizations, Key Clubs serve children by aiding other organizations committed to serving children. A Key Club's participation in the MEP is not limited to only serving partner organizations. Participation in the program can be fulfilled when serving children by any means.

Realizing the need and interest in supporting the MEP through hands-on service, a new service initiative is created on a two-year basis. All of the hands-on service provided to children by Key Club International members can be directed to a single area of need to make a substantial impact. This service initiative directs and focuses the attention of Key Club members to serve children in a specific hands-on approach.

Key Club members currently will focus their time and talents on "High Five For Health", specifically educating children about nutrition, wellness, and play. This program not only creates endless possibilities to strengthen the common goal of service, but also allows each Key Club member to develop into a well-rounded individual community leader and lifelong advocate for children's health.

MEP Components:

Service Partners

- UNICEF
- Read & Lead
- March of Dimes
- Children's' Miracle Network

2006-08 Service Initiative

- Child Health

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