



Kiwaniis[®]
PENNSYLVANIA DISTRICT

District Strategic Plan
2021-2024

Kiwanis Mission

Kiwanis is a global organization of volunteers dedicated to improving the world one child and one community at a time.

Kiwanis Vision

Kiwanis will be a positive influence in communities worldwide — so that one day, all children will wake up in communities that believe in them, nurture them and provide the support they need to thrive.

Strategic Priority #1

Leadership Education

Goal 1: Hire or appoint a qualified Leadership Development Educator at the District Level to develop pathways for success for leadership succession.

Goal 2: Develop a program to incentivize and develop emerging leaders to take advantage of educational opportunities hosted inside and outside the District.

Goal3: Create a leadership education program team to develop opportunities for consistent and relevant education accessible to all members.

Strategic Priority #2

Service Leadership Program Relations

Goal 1: Actively grow and strengthen the number of Service Leadership Programs each administrative year.

Goal 2: Strengthen sponsoring Kiwanis club engagement through targeted training annually for sponsoring club advisors and District committees.

Goal 3: Increase the visibility of Kiwanis to our Service Leadership Programs at all levels by connecting the Ks through effective communication to service leadership program alumni.

Strategic Priority #3

Improve Member Experience

Goal 1: Provide opportunities and education that stress the importance of flexible membership that is focused on service over administration.

Goal 2: Encourage strategic planning at all levels through education that promote clubs to set membership and community goals annually.

Goal 3: Promote and develop a membership brand strategy that identifies membership benefits and experiences that align with the Kiwanis mission.

Goal 4: Incorporate Justice, Equity, Diversity and Inclusion initiatives and awareness into new and existing membership programming and offerings.

Strategic Priority #4

District Operations

Goal 1: Develop and approve a balanced budget each Kiwanis fiscal year.

Goal 2: Adopt and commit to the best practice of increasing reserve funding each fiscal year when there is a surplus.

Goal 3: Implement financial controls and policies recommended by the audit committee and in compliance with audit findings.

Goal 4: Decrease fixed asset costs and have a virtual District office within 3 years utilizing remote workers.

Goal 5: Improve District office technology infrastructure to support timely member communication, collaboration and provide self-service forms.