



Kiwanis[®]
PENNSYLVANIA DISTRICT

DISTRICT STRATEGIC PLAN
2024-2027

Approved 4/20/24

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

MEMBERSHIP GROWTH AND EXPERIENCE

Goal 1: Develop a plan for extensive new club opening opportunities within the District.

Goal 2: Expand the network of club support teams and certified coaches.

Goal 3: Promote membership benefits and experiences that align with the Kiwanis mission, and develop value-added benefits for members.

Goal 4: Improve the overall membership experience for recruitment and retention purposes.

Goal 5: Incorporate Justice, Equity, Diversity and Inclusion initiatives and awareness into new and existing membership programming and offerings.

Goal 6: Restructure the District Membership Committee to provide equal support to both new club opening and existing club strengthening.

STRATEGIC PRIORITY #2

MEMBERSHIP EDUCATION

Goal 1: Educational opportunities will be provided to the entire membership, not just officers.

Goal 2: The District will develop relevant materials in both digital and downloadable formats for clubs and members.

Goal 3: Develop a district-wide team for leadership education.

Goal 4: Increase participation and engagement in Club Leadership Education by utilizing the district-wide team.

STRATEGIC PRIORITY #3

SERVICE LEADERSHIP PROGRAM RELATIONS

Goal 1: Actively grow and strengthen the number of Service Leadership Programs (SLP) each administrative year by forming a Divisional/Regional SLP committee to help Kiwanis clubs open and strengthen SLP clubs.

Goal 2: Strengthen sponsoring Kiwanis clubs' engagement and support through targeted training annually for sponsoring club advisors and District Committee members.

Goal 3: Encourage the continuum of membership to our Service Leadership Programs at all levels through promoting and educating the structural levels of Kiwanis.

Goal 4: Ensure that all Service Leadership Programs have a sponsoring Kiwanis club.

STRATEGIC PLAN PRIORITY #4
BRANDING AND PUBLIC AWARENESS

Goal 1: Provide educational opportunities to all members on why and how to utilize Kiwanis brand guidelines.

Goal 2: Enhance the role of the District Public Relations Committee to become more involved with officer and club orientation and education, marketing, and club growth and development.

Goal 3: Increase public awareness of Kiwanis using a multi-media approach, to include print, electronic, and social media platforms.

Goal 4: More effectively utilize social media by strategically boosting Facebook pages and other platforms.

Goal 5: Provide training to District membership on how to be ambassadors for Kiwanis in their communities.

Goal 6: Develop and execute an annual Public Relations Action Plan with benchmarks and responsible parties.

STRATEGIC PRIORITY #5

DISTRICT OPERATIONS

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

Goal 2: Commit to increase reserve funding for future stability.

Goal 3: Improve financial controls that complies with annual audit findings.

Goal 4: Document business processes for current and future District Office staff to allow for easier transitions.

Goal 5: Improve technology experiences by members through the use of online self-service forms for administrative items, and by improving website navigation.

Goal 6: Transfer and maintain administrative files in cloud storage.

Goal 7: Develop a District Membership Coordinator position that includes a stipend and/or incentive based compensation for meeting and exceeding annual membership goals.