



Kiwaniis[®]
NEBRASKA-IOWA DISTRICT

Nebraska - Iowa District Strategic Plan

2022-2027

Approved October 14, 2022

Revised October/November 2024

Revised Plan Approved January 27, 2024

Executive Summary

Kiwanis International Nebraska-Iowa District

Kiwanis International Motto: Serving the Children of the World

Kiwanis International Defining Statement: Kiwanis is a global organization of volunteers dedicated to improving the world **one child and one community at a time.**

Kiwanis International 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.**

Kiwanis International Vivid Description:

Our **global network** includes a dynamic family of clubs, individual supporters, alumni, donors, Non-Government Organization (NGO) partners and corporate sponsors.

Every **community** around the world has an opportunity to participate in or benefit from a Kiwanis experience. Based upon a **legacy of service**, this **global network** is dedicated to building community and *improving lives* by providing opportunities for service, fellowship, leadership, and philanthropy according to *local needs, cultures, and member interests*.

NE-IA District Vivid Description:

The Nebraska-Iowa Kiwanis District is a dynamic family of service-oriented clubs with clarity of focus to identify, nurture, and meet the pressing needs of children and families locally and globally.

Theme: Leadership Development

Goal: Identify, train, and support new District/Division leaders.

Key Indicators:

- 1) Implementation of targeted leadership development plan for each Division.
- 2) Increased participation in CLE for potential new District/Division and leaders.
- 3) Five potential new Division /District leaders are identified yearly.

Theme: Service/Community Impact

Goal: Increase service and community awareness to address children's needs.

Key Indicators:

- 1) Offer Division and District leadership training programs.
- 2) District-wide implementation of a service project.
- 3) District promotion of increased SLP involvement at the club level.
- 4) Increased District use of District and International Foundations.
- 5) Increased profile and brand recognition in Kiwanis in communities.
- 6) Increased promotion of disaster relief projects.

Theme: Membership and Engagement

Goal 1: Create a Culture of Growth that permeates from the Governor to every member.

Key Indicators:

- 1) A Culture of Growth is defined, and leaders are trained to implement it.
- 2) Meaningful and incentivized recognition programs are implemented.
- 3) Assistance to clubs is provided to increase member engagement in service projects.
- 4) Assistance to clubs in conducting meaningful meetings is provided.

Goal 2: Increase membership in the District.

Key Indicators:

- 1) The District has a detailed game plan to address membership and new club opening.
- 2) There are organized, well-defined, and trained certified coaching teams to assist clubs.
- 3) A District Leadership Mentor program is implemented.
- 4) The number of isolated and disinterested clubs is reduced.

Theme: Modernization and Upgrading

Goal 1: Increase profile and brand of District using modern technology.

Key Indicators:

- 1) Increased use of social media platforms.
- 2) Updated website.
- 3) Update digital platforms.

Goal 2: Improve two-way communication from the District to the Club Level.

Key Indicators:

- 1) A Public Relations campaign is implemented by the District.
- 2) Enhanced and innovative traditional communication strategies implemented.
- 3) Information is relevant and succinct.

Notes: The strategic plan was developed October-September 2022. The Officers and Board of Trustees, with input from Lieutenant Governors and Past Governors, reviewed the Kiwanis International Strategic Plan, the current Nebraska-Iowa Strategic Plan, the goals of the current Governor, and current District issues. The participants then identified Priority Themes, Key Indicators for each Theme, and Action Steps for each Indicator. The group then reviewed and edited the plan for final approval.

The Board of Trustees and Officers for the Nebraska-Iowa Kiwanis District met on October 13, 2023. The participants reviewed Challenges and Successes of the Plan over the past year. Then the participants reviewed the current Goals and Indicators of the 2022-2027 plan and, in small groups, reviewed Actions Steps for each of the Goals and Indicators and edited as needed. The draft Plan was reviewed by the entire Board of Trustees and Officers and forwarded comments and suggestions for the revised Plan.

The Board of Trustees and District Officers reviewed suggested changes and approved the Revised Plan, January 27, 2024. An Executive Summary will be published on the District Web site. A Working Document will be kept by the District for use by the Board of Trustees and District Officers.