**1. 2021-2026 Strategic Plan Goal: Create a consistent and meaningful Kiwanis member experience.**

**Objective: Ensure a modern membership experience.**

Tactics:

1. Adopt a Newbie. Experienced Kiwanians should volunteer, on an individual basis, (possibly the sponsor) and review the info in the training folder with a new member. Get to know the new member, and learn the new member’s interests. Help the new member choose the committees he/she would like to serve on. All too often we leave the newbie hanging – expecting the newbie will be a self-starter and do everything on his/her own. Not paying attention to newbies is how we lose them.

2. Establish more 3-2-1 clubs.

3. Have a quarterly service project.

4. Encourage use of technology in all club activities.

**Objective: Help build strong relationships with SLP alumni and involve them in supporting future generations.**

Tactics:

1. Appoint SLP alumni to co-chair; get a list of SLP alumni and begin by following post-secondary education

2.

3.

4.

**Objective: Increase opportunities to recognize and reward members.**

Tactics:

1. Best service project of the year contest.

2. Goal of 3 new members in club year

3. 3 months of perfect attendance award

4.Recognize donation of time to children’s community projects

**Objective: Improve overall marketing of local and district, and international events**.

Tactics:

1. Appoint a marketing chair; responsible for maintaining website, Facebook, other social media.

2. Invest in more visible advertising; the highway AV screens.

3. Be more involved in other community events.

4. Having a new fund raiser that will have city-wide appeal. Will have promotional Kiwanis materials visibly displayed at event.

5. Having a new fund raiser that will have city-wide appeal. Will have promotional Kiwanis materials visibly displayed at event. Contact Mayors, city managers and school Superintendents for ideas.

(Discussed in Goal 1 concerning clubs funding those attending the events).

6. At DECON have scheduled time for ALL to provide a feedback session to discuss way to improve District, Division and Clubs. Involve all.

**2. 2021-2026 Strategic Plan Goal: Increase membership and maintain our status as the world’s largest community service organization.**

**Objective: Create a growth strategy and recruitment campaign that encourages membership retention and dues payment.**

Tactics:

1. Don’t let a member sit idle; get involved

2. Get more involved in the school programs; not rely on an educator contact to coordinate.

3. Don’t burnout event chairpersons.

4. Encourage corporate sponsors.

**Objective: Build and maintain a strong and consistent brand with internal and external stakeholders.**

Tactics:

1. Continuous contact w/stakeholders involve their participation in projects and events.

2. Share goals of Kiwanis and results of the projects the stakeholders has an investment.

3. Encourage members to wear Kiwanis branded clothing.

**3. DIVERSITY Goal: Promote diversity, equity, and inclusion across our organization and make events more accessible to all members.**

Objective: Manage club and district costs and expand the subsidy fund.

Tactics:

1. Employee the KI use of project funds to help those not able to afford to attend conventions.

2. Have club use unique aspects to raise funds for those, member to attend conventions.

3. Demographic study of community and target for inclusion.

**Objective: Increase awareness and outreach of non-traditional communities and individuals.**

Tactics:

1. Visit retirement homes to discuss possible satellite club activities and, members.

2.

**Objective: Emphasize and increase diversity, equity, and inclusion in training and events.**

Tactics:

1. Visit colleges and participate in possible visits and work shop of community services.

2. Participate in Heritage month activities in community.

**4. Leadership**

**Goal: Find or create opportunities to train members to become influential and effective servant leaders.**

**Objective: Expand and improve leadership events or opportunities for members.**

Tactics

1. Encourage both on- line training of officers and in seat training at conventions.

2. Officers should not serve more than two terms as President, Secretary and Treasures may extend.

3. Request Division and/or club individual leadership training by District trainers.

4. Center one program a year at clubs on topics of better leadership skills.

**Objective: Establish continuity between incoming and outgoing leaders so we can build on our successes and improve on our weaknesses.**

Tactics:

1. Develop a Succession plan for leaders.

2. Past leadership and board look at the years activities and see what went well and what did not. Focus on improvement processes in all areas of club management.

3. Encourage more members attend all District conventions. (fund the cost through club activities).

**Objective: Look for ways to encourage and involve district members in Club Leadership Education Leadership Certificate program which prepares members for a life of service and leadership.**

Tactics:

1. Recognition of leadership at community and city meetings.

2. Use social media to highlight the role of president in club and club’s actions in community.

**5. Service - Goal: Improve the quality, impact, and amount of service we perform.**

Tactics:

1. Use strategic planning methods on service projects. Don’t just evaluate on funds raised, look at improvement processes.

2. Develop Standard Operating Procedures of each service project and use.

3. Develop a vision/mission that is applicable to your community needs.

**Objective: Create opportunities for members to engage with partners or projects outside our community.**

Tactics:

1. Work with other civic clubs and other Kiwanis clubs, do not shun away form partnering projects.

2. Have member attend other civic clubs meeting to build relationships. Same principle as interclub.

3. Invite other civic organizations to meetings.

**Objective: Create an easy-to-use directory of hands on, in-person and virtual service projects and fundraising ideas.**

Tactics:

1. First, each club need to complete paper work requirements on a timely base.

2. Clubs MUST ensure all phone and email addresses of members and leadership is current, scrub the list each year.

3. Spotlight Division activities as reported by club. Clubs must send photos and write-up’s of the activities.

4. Designate time at all DECONs and Mid-year for clubs to showcase their service project.

**Objective: Create a multi-year partner strategy.**

Tactics:

1. Develop with partnership a plan of action for a single community activity.