

KY-TN Strategic Plan 2024-2029



Goal 1: Members Experience
Create a consistent and meaningful Kiwanis member experience.





OBJECTIVE: *Ensure a modern membership experience.*

Tactics:

1. Encourage new members to introduce their friends to Kiwanis
2. Establish more 3-2-1 clubs, Zoom meetings, **ASK** the new members how to improve the experience.
3. Cover registration at Conventions (per KI directive). Club pay first quarter dues.
4. Provide quarterly leadership meetings from District, would count as a club meeting for attendance purposes.
5. 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; following post-secondary education.
2. Club sends letters of congratulations to Key Club and Circle K upon graduation-stay in touch with Kiwanis.
3. Share projects with SLP's
4. Invite SLP members to summer club meetings (they may be out of school based on type of school schedule).
5. Those headed for college could seek out the Circle K Club at their college. Those going on to technical training or straight into the workforce should be encouraged to join a Kiwanis Club nearby.



OBJECTIVE: Increase opportunities to recognize and reward members.

Tactics:

1. Recognize member's birthdays and anniversaries.
2. Have a weekly, quarterly or bi-annual award of outstanding service to club/community.
3. Perfect attendance award: Criteria established by club- 3 months etc, and or Fast Track award for those with less than 5 year membership have gone above and beyond in club activities.
5. 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. Contact Mayors, city managers and school Superintendents for ideas.⁶
(Discussed in Goal 1 concerning clubs funding those attending the events).
5. At DECON have scheduled time for ALL to provide a feedback session to discuss way to improve District, Division and Clubs. Involve all.

Goal 2: Growth

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 them 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 have an investment.
3. Encourage members to wear Kiwanis branded clothing.

Goal 3: Diversity

Promote diversity, equity, and involvement across our organization and make events more accessible to all members.





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

Tactics:

1. Employ the KI sanctioned 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's to attend conventions.
3. Demographic study of community and target for involvement.



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. Host activities at youth centers.
3. Host back-to-school and schools-out-for-the-summer, activities in community.



Objective: Emphasize and increase diversity, equity, and involvement 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.

Goal 4: Leadership

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. Each club should determine the concept of continuity and consistency when approving or voting of service length by club officers.
3. Request Division and/or club individual leadership training by District trainers.
4. Center one program a year at clubs on topics related through better leadership skills.
5. Ensure members know what Servant Leadership involves.



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 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.
3. Contact local Chamber of Commerce for potential leadership seminars etc.
4. Encourage all club members to complete the leadership courses in KI website- adds value to members and may generate potential leadership for club.

Goal 5: Service

Improve the quality, impact, and amount of service we perform.





Objective: Design a Plan for Success

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 from 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. (Annually at a minimum)
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.

That's it Folks

Go to District Website for these slides and printed documents as they are available to all

Thanks to all who sent us information

From your Strat Plan Team

Letha Catron, Sue Fleschner, Bruce Damrow