

IMPERATIVES: DIRECTIONS TO PROCEED WITH TACTICS

Perhaps change dates: 2024-2029 – When we say District, we mean District Strat Committee (SC)- will provide each club the contact info for the committee. Tactics have tactic events that correlate to each tactic. Once information is sent, it will be documented and committee will then begin a metrics of District clubs toward the overall goal of 100% participation. These measures will be of course, over the life span of the Strategic Plan. First two goals will be the opening Goals to address. Stretch point of time of these first two will be completion by end of Kiwanis year 2026. Final three will be accomplished by end of Kiwanis year 2029.

Base line for all measure will be information of each tactic as of Kiwanis Year 2024. This will be the baseline for all improvement areas we will gather statistics. Asking each club to review all goals and tactics as of this current year and send the results to SC. Updates as to which clubs are activity engaged in Strat Plan Process, will be compiled by SC and then forwarded to District Office for publication. We will monitor the progress of the entire district through this manner. Clubs not pursuing any way ahead in Strategic planning will also be annotated and sent out through District Office information paths. Clubs that are accomplishing the Strategic Pan Goals and Objectives will be noted in KT Notes as they are accomplished. Strat Plan team will provide KT District with information.

1. 2024-2029 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.

1. Clubs will conduct audit to: 100% of clubs create training activity and training books for new members.

2. Clubs will conduct 100% review of club and possible utilization of 3-2-1 aspect.

3. Clubs will 100% report to District a quarterly service project plan.

4. Clubs will provide District, statistics/info on their adoption of technology for 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.

1. Clubs review how they can stay connected legally with SLP Alumni, (Individual club will conduct.

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.

1. 100% of clubs create and implement Project of the Year award- Report to district.

2, 100% of clubs create and implement recognition program acknowledging a member who has brought in 3 new members during Kiwanis year- Report to District.

3. 100% of clubs report if they conduct this type of award.

4. 100% of clubs report if they have this recognition aspect.

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.

1. 100% clubs report marketing/social media if applicable

2. 100% clubs report advertising methods/media.

3. 100% of clubs report number of community events.

4. 100% of clubs report city wide events and media reviews or other reviews (please note that Kiwanis information needs to be available at the event(s)).

5. 100% of clubs report they have a plan to contact and stay in contact with Mayors, city managers and School Superintendents.

2. 2024-2029 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.

5. Each club needs to complete paper work requirements on a timely base. Moved from last Goal since this is important to effective club management.

1. This information from all clubs can be tracked by utilization of training program and interview as to the members new or old (membership wise not age wise) their expertise or interest area.

2. 100% clubs report on their contacts with schools and hours members are involved in the respective school systems.

3. This is a club actions initiative to monitor that they do not rely on only a few to do all projects and programs.

4. 100% of clubs document the number of corporate contacts Vs. the number who support; viz-a-viz using monetary or in-kind contributions.

5. 100% clubs complete paperwork requested, as required by District and KI. ASAP

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.

1. 100% of clubs develop a communication channel plan with stakeholders.

2. That concept will roll into showing the stakeholders importance in the projects/events.

3. 100% of clubs create an atmosphere of members wearing Kiwanis branded items. Example: Clubs note number of members wearing Kiwanis items at beginning of Kiwanis Year 2024.

3. DIVERSITY Goal: 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 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 involvement.

1. 100% of clubs report number of members attending at Kiwanis year 2024 and by use of project partial funding of convention attendance fees, if by 2026.

2. Clubs determine how they can raise funds for attendance at conventions. Report number of activities and outcome.

3. 100% of clubs do demographic study of community and create a way ahead for more inclusion. This can be reported in numbers.

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

Tactics:

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

1. 100% of clubs indicate number of non-traditional actions: Contact to retirement homes Etal.

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.

1. 100% of clubs (or those that are in close proximity to post-secondary institutions and the community service areas, report activities and actions.

2. 100% of clubs develop a plan to celebrate in Heritage months. Project or programs.

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.

1. 100% clubs mandate requisite training and follow up.

2. 100% clubs develop a Succession Plan for future leadership. Clubs can/will stagnate with same leadership.

3. 100% club plan for either attend a District training session or if the club can garner 4-5 trainees, trainers will come to club to train.

4. 100% clubs garner a community leader to present their leadership attributes and success. Or contact District for leadership and management training.

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).

1,2,3. See other tactics on previous Objective(s):

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.

1,2. 100% clubs establish Leadership recognition programs and publish to 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.

1. 100% of clubs will utilize a SWOT analyses tool to determine how to create a Strategic Plan. Request and use Club Coach for these activities.

2. 100% Clubs document the steps related to their signature fundraiser projects and all aspect related to workings of the club.

3. Each club should develop their own V/M see resources at KI for assit in creating a V/M or use club members with expertise in these areas.

Objective: Create oppourtunities 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.

See Tactics in Final Objective

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

Tactics:

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

2. Spotlight Division activities as reported by club. Clubs must send photos and write-ups of the activities.

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

1. 100% of clubs must ensure currency of member information- Establish a plan to request updates to member information at the beginning of a Kiwanis year (Oct 1).

2. 100% clubs report to District activities with pictures and narratives.

3. District will create specific time to showcase the clubs' activities and community projects. (Similar to KI showcase of projects.)

Objective: Create a multi-year partner strategy.

Tactics:

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

1. 100% of clubs develop and report a partnership activity with other community service organization (I.E. Rotary, Lions), additionally outcome.