

Kiwanis Club of East Fork Region

Strategic Plan: Planning for Future Club
Viability



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Vision and Mission Statement

Our Vision Statement

It is our desire to be a positive influence in our service area, by raising up and helping the families and individuals in need. We also help the children of our communities achieve greatness, whom we believe to be the future of our society.

Our Mission Statement

Kiwanis is a global organization of volunteers dedicated to improving the world one child and one community at a time. The Kiwanis Club of East Fork Region serves our communities by providing assistance to organizations through the use of our time and resources. Whenever possible, we will utilize tools provided by the Ohio District and Kiwanis International. Additionally, we will reach out to other groups and organizations to achieve our vision, as we believe in the power of community.



Strategic Plan Overview



What is a strategic plan?

Think of a strategic plan as an organization's road map: You can choose the roads you want to take, and the strategic plan ensures you reach your destination — your goals.

Kiwanis International's strategic plan is designed for each district and club to use as a guide for creating their own plans and choosing their own paths toward accomplishing common goals. The plan focuses on five goal areas — or priorities — that will help clubs, districts and our overall organization thrive for years to come as a positive force for good in the world.



Membership and Engagement

Membership Engagement

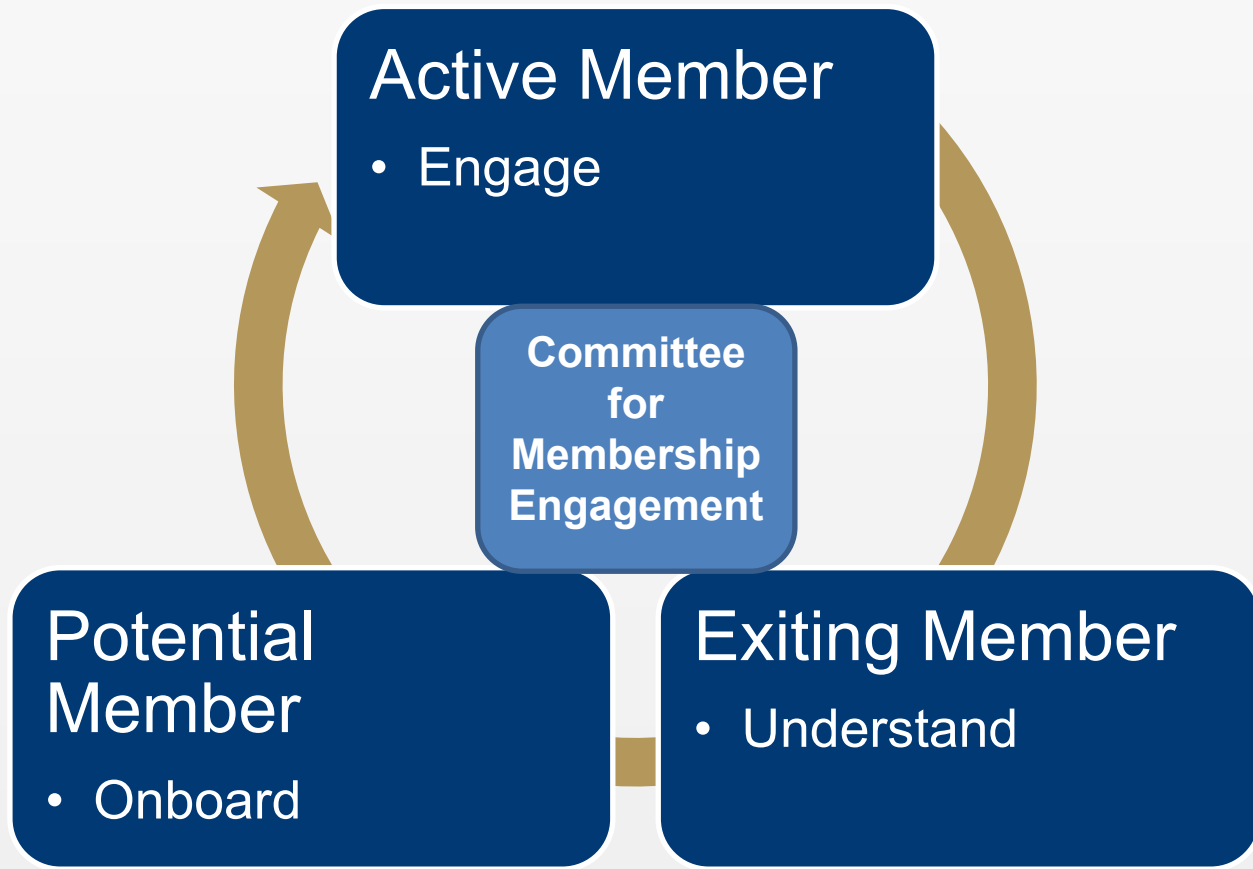
- Engage our members
- Value our members
- Make service fun and exciting

Membership Expectations

- Create more value in membership
- Increase knowledge
- Better serve the community



Membership and Engagement



Leadership and Education

Succession Plan

- Nominating Committee
- Review roles

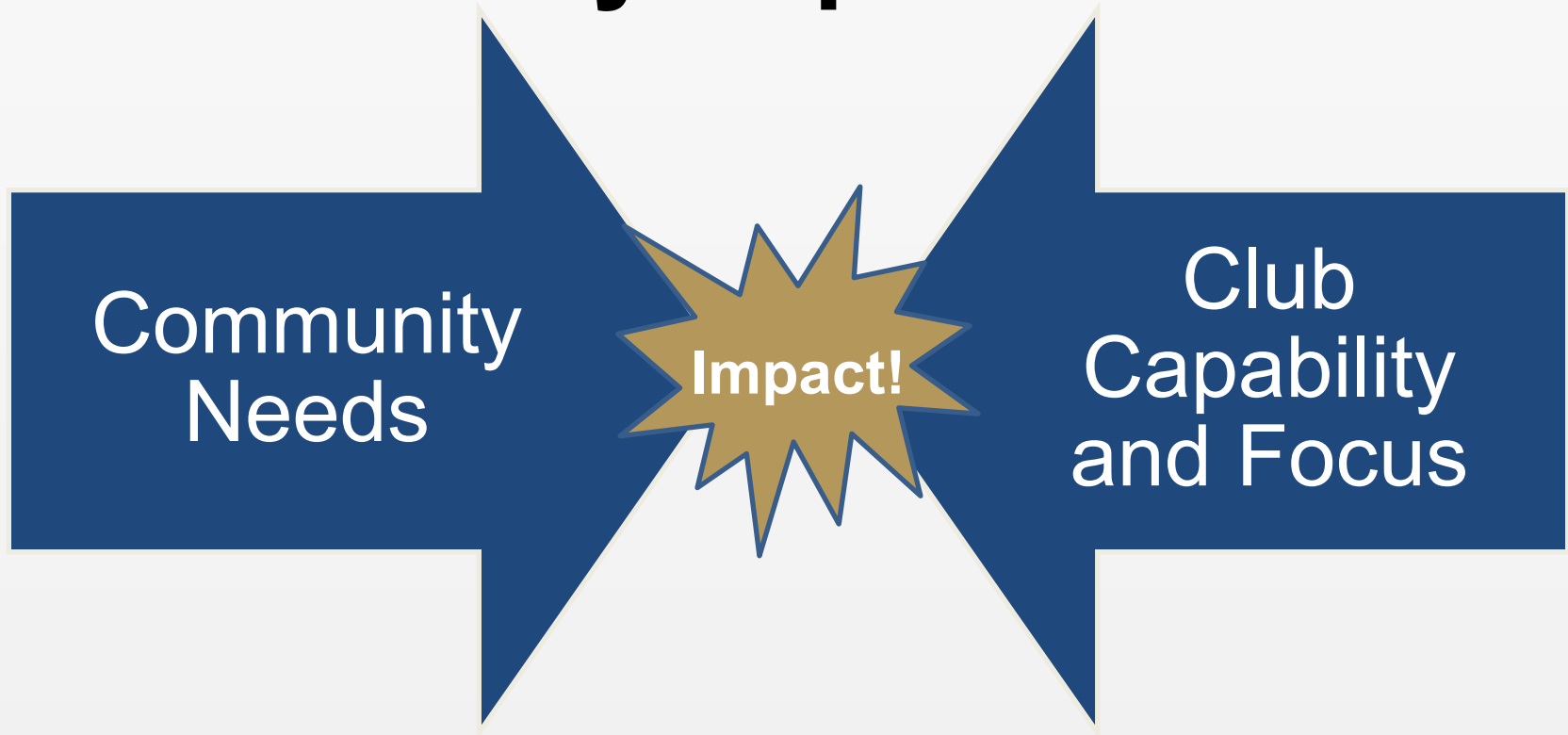
Promote Education

- Provide resources
- Digital
- Testimonies
- Review

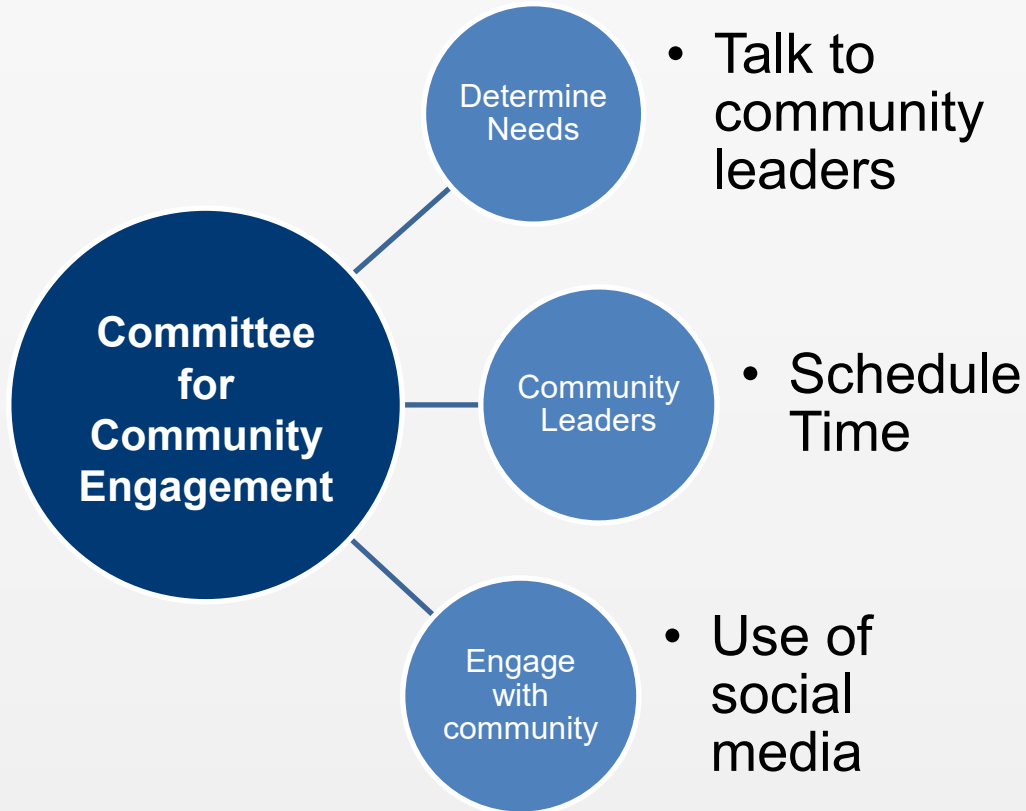
Maintain and expand service leadership programs



Community Impact



Community Impact



Branding and Image

Wearing Shirts

- Giving shirt to all new members?

Display Banners

- At Kiwanis sponsored events
- At other events if possible

Maintain Branding

- Update Logos and signage regularly

Share your Kiwanis Story



Financial Viability

Help and support
Kiwanis international

- Pay dues and contribute

Committee for Service
and Fundraising

Fiscally Conservative

- Follow the plan

