



Capital District Mid-Year Conference, Williamsburg, VA

Long-Term Strategic Planning



Capital District Mid-Year Conference, Williamsburg, VA

Components of a Kiwanis Club Strategic Plan

- Remember the primary purpose of Kiwanis – to serve the children of the world.
- Don't forget that Kiwanis is more than that.
- Make sure to include member input through surveys, etc.



Kiwanis

Capital District Mid-Year Conference, Williamsburg, VA

The Richmond Kiwanis Club Strategic Plan

- Prepared in September 2020.
- Presented to the membership and approved by the Board.
- Contains 4 focus areas with an Action Plan.
- Developed by a committee of 9 members.

Areas of Focus (4)

- Each of four focus areas has a stated goal.
- There are several adopted strategies to attain the stated goal.
- Each adopted strategy has committee responsibility assignments.



Capital District Mid-Year Conference, Williamsburg, VA

Areas of Focus with goals

1. **Membership and Engagement (6 strategies)**
To build, retain and support a growing and diverse Kiwanis membership
2. **Community Impact (5 strategies)**
To perform meaningful service, with service to children as our priority
3. **Our Kiwanis Image (5 strategies)**
To enhance the Kiwanis image in our community
4. **Financial Viability (5 strategies)**
To ensure financial viability and responsible stewardship



Capital District Mid-Year Conference, Williamsburg, VA

Examples

Membership and Engagement - Strategy 1.

Support and grow our Service Leadership Programs (Key Clubs, CKI).

Committees Responsible: CKI VCU, Key Clubs.

Community Impact - Strategy 2.

Align service with community needs (school projects, our partners).

Committees Responsible: School Projects



Capital District Mid-Year Conference, Williamsburg, VA

Examples

Our Kiwanis Image - Strategy 3.

Update our branding, website, and marketing materials.

Committees Responsible: Communications, Public Relations.

Financial Viability - Strategy 5.

Establish realistic budgets for funding Kiwanis projects.

Committees Responsible: Foundation, Partnership



Kiwanis

Capital District Mid-Year Conference, Williamsburg, VA

Action Plan

- Using the Strategic Plan, each Committee shall determine action steps, budgets, target dates, and establish responsibilities for accomplishing the plan's goals.
- Committee Chairpersons shall communicate their proposed action steps and progress to their Directors.
- Each Director shall monitor and report on the progress of their committees to the Board and Executive Committee.
- The Board of Directors shall review the progress of the plan each month to determine the effectiveness in achieving the goals proposed.



Capital District Mid-Year Conference, Williamsburg, VA

Where to go from here – open discussion

What does your club do?

What are reasonable expectations for smaller clubs?

How do we measure success?

How do we plan for the unknown?



Capital District Mid-Year Conference, Williamsburg, VA

Contact information:

Bill Watson

Kiwanis Club of Richmond

wfwatson924@gmail.com

(804)-839-1758