Kiwanis Capital District Long-Range Planning Draft Outline

The Long-Range Planning Committee believes that aligning the District's priorities with Kiwanis International's Strategic Plan is important. Focusing on this as Priority 1 should have an impact on the rest of the priorities. The District can best support its Divisions and Clubs by providing a Strategic Plan template with District objectives that are SMART (Specific, Measurable, Action-oriented, Realistic, and Time-bound).

KI priorities are as follows and we have aligned our goals with KI in a similar way:

- Membership and Engagement, which includes Leadership and Education
- Community Impact
- Our Kiwanis Image
- Financial Viability

Priority 1: Leadership and Education

Develop competent, capable, caring leaders across the Kiwanis Capital District Family.

- Assess District leadership positions, modernize roles and responsibilities
- Create resources and pathways for future District leaders
- Hold Regional events to bring Divisions together - Clubs help clubs

Priority 2: Membership and Engagement

Enhance support and grow the Capital District membership network.

- Increase responsibility and accountability for membership growth on officers of the District, Divisions, and Clubs
- Enhance communication from the District level to the Club level
- Provide meaningful education to Lt. Governors, Club officers, interested members

Priority 3 – Community Impact

Perform meaningful service, with service to children as our priority.

- Continue to promote signature projects
- Encourage active club support of Service Leadership Programs
- Advocate strongly for the Kiwanis Children's Fund and all Kiwanis foundations

Priority 4 - BRANDING and IMAGE

Enhance the Kiwanis image and brand worldwide.

- Refocus branding on service impact
- Encourage communication audit by clubs
- Provide training on branding technology

Priority 5 - FINANCIAL VIABILITY

Promote financial viability and responsible stewardship at all levels.

- Provide educational resources for District, Division, and Club levels (including Foundations)