



Kiwaniis®

The Louisiana-Mississippi-West Tennessee District of Kiwanis International Strategic Map

Latest update: November 2024

Kiwaniis Motto: Serving the Children of the World

Kiwaniis Defining Statement: Kiwanis is a global organization of volunteers dedicated to improving the world, one child and one community at a time.

Our Vision: The LaMissTenn District will inspire and empower our Kiwanis Clubs and members to improve our communities through service.

Our Mission: The LaMissTenn District supports the Kiwanis Clubs across Louisiana, Mississippi, and West Tennessee through education and fellowship opportunities to facilitate and increase service in our communities.

Our Priorities and Goals:

● *Inspiration* MEMBERSHIP & ENGAGEMENT

GOAL: To build, retain and support a growing Kiwanis membership network

STRATEGY:

- Increase the membership within the LaMissTenn District
- Increase the membership diversity in our clubs
- Increase strategies to retain existing members and clubs
- Keep “Active and Alive” Kiwanis clubs
- Encourage leadership participation in all levels of the Kiwanis family
- Provide Service Leadership Program (SLP) opportunities in every LaMissTenn community
- Maintain a District-wide new member orientation program

● *Impact* MEANINGFUL SERVICE

GOAL: To perform meaningful service, with children as our priority

STRATEGY:

- Support Governor’s Annual District Service Project(s)
- Support the Kiwanis International service initiatives
- Encourage and promote service at the club and divisional levels through trainings and District communications
- Perform a service project at the Annual District Convention

● *Image* OUR KIWANIS IMAGE

GOAL: To enhance the Kiwanis image worldwide

STRATEGY:

- Ensure that Kiwanis branding guidelines are followed for all District and club communications
- Provide a high-quality digital newsletter
- Provide a user-friendly District website
- Increase awareness of International resources
- Improve the access and use of the media
- Increase the name recognition of Kiwanis through the clubs in the District
- Increase access to community resources

● *Investment* FINANCIAL VIABILITY

GOAL: To ensure financial viability and responsible stewardship

STRATEGY:

- Maintain adequate financial resources through 100% dues collection of all members
- Create and follow a reasonable detailed annual budget with periodic review
- Encourage club participation in the District Foundation’s grant programs and opportunities

