

Investment:

Financial Viability

Goal:

To deliver meaningful and sustainable financial contributions to the Palo Alto and worldwide communities.

Objectives:

1. Sustain member participation in the Foundation at 70%; sustain 33% member participation in the J. Hugh Jackson Fellowship; grow member participation in the Heritage Circle 1% per year;
2. Achieve \$15,000/year in direct, outside donations to the Foundation;
3. Grow the Foundation equity 4% per year;
 - a. Achieve a reasonable performance from our Foundation investments;
 - b. Achieve 5% growth in 2015 -2020 fundraisers;
4. Expand the list of grant recipients to address the needs identified in the Community Needs Survey conducted in the spring of 2016.

Strategies:

1. Build a compelling case and present it to the full membership;
2. Build a compelling case and present it to the target audience;
3. Include growth targets in Foundation budget;
 - a. Establish a benchmark of broad stock & bond indexes and invest to meet or exceed the benchmark's return;
 - b. Enhance the efficiency of our current fundraisers by increasing donation gifts, sponsors, and ticket sales.
4. Capitalize on connections with community groups to build new relationships with organizations directly addressing the most important needs identified for our community.

Image:

Our Kiwanis Image

Goal:

To enhance the Kiwanis image locally and worldwide.

Objectives:

1. Increase name recognition locally and worldwide;
2. Increase knowledge of our mission, vision, and motto;
3. Increase knowledge of our accomplishments;
4. Enhance and promote our signature projects

Strategies:

1. Create inspirational image products and deliver to targeted audiences;
2. Train and encourage all members to effectively communicate our mission, vision and motto in the community;
3. Increase print, online and social media coverage of our awards and achievements;
4. Use signature projects as cornerstones in our advertising and marketing materials.

Kiwanis Club of Palo Alto

i-Plan 2015-2020



Our Motto

"Serving the Children of the World"

Our Defining Statement

Kiwanis is a global organization of volunteers dedicated to improving the world one child and one community at a time.

Our Mission

Our mission is to serve the needs of children, families and communities, both locally and worldwide.

Our Vision

It is our vision that our contributions to our community and the impact of our example on other organizations will improve care and provide opportunity for our community's children, families and seniors.



Inspiration:

Membership and Engagement

Goal:

To build, retain and support a growing, inclusive, diverse and inspired Kiwanis Club and Service Leadership Program (SLP) membership, such as Circle K and Key Club.

Objectives:

1. Grow an inclusive, diverse membership by a net of two new members per year;
2. Ensure our critical leadership succession;
3. Improve internal communications to our Club and SLP membership;
4. Continue to strengthen the integrated Club - SLP function;
5. Ensure that the Club is fun and relevant for the members;
6. Expand participation of the Satellite members in Club activities.

Strategies:

1. Use trained-member recruiting; advertise at all Kiwanis events;
2. Develop and monitor a comprehensive leadership succession plan;
3. Develop and monitor a comprehensive membership communication plan;
4. Involve more members with SLPs;
5. Provide a diversity of quality, relevant programs and social activities;
6. Lead the May Fete Fair; communicate information about Club activities to Satellite members; provide convenient meeting opportunities for Satellite members.

Impact:

Meaningful Service

Goal:

To deliver meaningful community service hours, with children as our priority.

Objectives:

1. Achieve an average of 25 hours of service per member per year;
2. Achieve service project participation of 2/3 of the membership;
3. Make a significant impact on the organizations we serve;
4. Improve our community by doing at least three joint service projects with other clubs;
5. Improve our relationships with Circle K and Key Clubs by doing collaborative service projects;
6. Perform and expand awareness of international service projects.

Strategies:

1. Set a challenging target for a recommended workload per member per year;
2. Prioritize service projects using meaningful selection criteria;
3. Combine service projects with our grants; favor repeat and multi-year efforts;
4. Continue involvement in existing multi-club projects while exploring new projects with other clubs;
5. Improve communication about projects with SLPs;
6. Continue to support international projects; present four lunch programs per year on international topics.