Vision

Kiwanis will be a positive influence in communities worldwide...so that one day, all children will wake up in communities that believe in them, nurture them, and provide the support they need to thrive.

Mission

The Carolinas District of Kiwanis International is committed to improving the lives of children throughout North and South Carolina by ensuring that every community has the opportunity to be served by a strong, inclusive, impactful Kiwanis club.

Guiding Principles

Our role as a District is to create and support Kiwanis clubs and programs so that clubs can thrive and be a positive force for change in their communities. We do this by:

- training leaders,
- providing education and motivation for members,
- developing resources for community involvement, and
- establishing tools for effective management.
Goal I. Club Education

To establish and maintain a comprehensive educational network for the District that will offer clubs the knowledge, skills, and abilities they need to become strong, inclusive, and impactful.

Strategy A – Develop an Education Committee

Develop and staff an Education Committee, competent in adult education methodologies and knowledgeable about the needs of the clubs, to design, coordinate, present, and oversee the District’s educational offerings.

Actions:

1. Draft & obtain Board approval for the committee structure. (Governor-Elect)
2. Organize the committee. (Governor-Elect & Education Chair)

Strategy B – Decentralize Training

Bring high quality, low cost training to clubs, their leaders, and members by decentralizing District educational offerings.

Actions:

1. Conduct decentralized club coaching events, leadership training events and informational meetings at strategic locations across the District. (Education Chair)
2. Increase the pool of qualified trainers in each region of the District. (Education Chair & Leadership Development Chair)
3. Offer subject-specific consulting to clubs on request. (Education Chair & Leadership Development Chair)

Strategy C – Leverage Technology

Leverage technology to help make information and training resources available to clubs and their members on demand.

Actions:

1. Increase online offerings for District-specific training products. (Education Chair)
2. Use web postings and social media to make materials available on-demand. (District Secretary, Education Chair & PR Chair)
3. Investigate additional on-demand training methods. (Education Chair)
Goal II. Club Growth
To build, retain, and support a growing Kiwanis membership network throughout the Carolinas resulting in annual net growth.

Strategy A – Identify New Club Sites
Assess each region of the District to identify and prioritize locations that need, want and can sustain the services of a Kiwanis club.

Actions:
1. Establish a priority list of club opening sites and update annually, revising priorities as necessary. (Growth Chair)
2. Ensure completion of community assessments for all sites on the annual priority list (Growth Chair, Lt. Governors & Past Lt. Governors)

Strategy B – Open New Clubs
Annually increase the number of clubs in the Carolinas by opening new clubs in all regions of the District, with an emphasis on communities assessed as high priority club opening sites.

Actions:
1. Open at least 10 clubs annually with a target average of 25 members each. (Growth Chair)
2. Use early club opening efforts to train additional new club openers and build additional new club opening teams within each region. (Growth Chair)

Strategy C – Strengthen Clubs
Annually increase the number of clubs that attend educational events focusing on improving their members’ Kiwanis experience and use the information to strengthen their club.

Action:
1. Conduct Club Coaching Days, conference & convention forums, leadership training events, and other educational activities. (Education Chair)

Strategy D – Increase Club Membership
Annually increase the proportion of clubs with positive membership growth.

Actions:
1. Recruit, train, and engage membership chairs in every club. (Lt. Govs & Ed. Chair)
2. Assist/coach clubs in developing community-based recruitment methodologies. (Lt. Governors & Education Chair)
3. Develop methods to target SLP parents as potential new Kiwanians. (Governor-Elect, SLP Administrators & Education Chair)
Goal III. Club Service

To encourage District clubs to perform meaningful service, with service to children as our priority.

Strategy A – Increase SLPs:
Increase the number of District clubs that sponsor one or more Service Leadership Programs.

Actions:
1. Inform clubs about the benefits of SLP sponsorship. (Education Chair)
2. Consult with clubs that do not sponsor an SLP and offer assistance with SLP start-up. (SLP Administrators & Education Chair)
3. Educate clubs on responsibilities of SLP sponsorship and encourage clubs to become more involved with SLP activities. (SLP Administrators & Education Chair)

Strategy B – Increase Kiwanis-branded Programs

Increase the number of District clubs that sponsor Kiwanis-branded service programs (e.g. Terrific Kids, YCPO, etc.).

Actions:
1. Inform clubs about the benefits of Kiwanis-branded programs. (Lt. Governors & Education Chair)
2. Consult with clubs that do not sponsor a Kiwanis-branded program and offer assistance with program start-up. (Education Chair & Program Chairs)

Strategy C – Enable District-wide Service Projects

Develop and support District-wide service projects when meeting the service needs of large areas or populations within the District exceed the scope and resources of individual clubs or groups of clubs (e.g.: Boys & Girls Homes of NC, widespread disaster recovery, etc.).

Action:
1. Create a fast, simple, easy to use process for clubs, groups of clubs, divisions, or regions to initiate, fund and carry out District-wide service projects that address emerging needs in the District and comply with established District procedures. (Governor-Elect, Executive Committee & Service Chair)
Goal IV. Kiwanis Image

To share the Kiwanis story and promote the Kiwanis image District-wide.

Strategy A – Promote Kiwanis Branding

Educate clubs on Kiwanis branding guidelines and promote the use of Kiwanis branding materials to develop a consistent Kiwanis image throughout communities in the Carolinas.

Actions:
1. Use conference forums, club coaching days, and other educational events to increase knowledge of Kiwanis branding guidelines and materials. (Education Chair & PR Chair)
2. Create a campaign to emphasize the importance of having a Club level PR/Marketing chair which includes educational materials regarding responsibilities. (PR Chair)

Strategy B – Educate the Public

Use public service announcements and news stories about club and District accomplishments in mainstream and social media to educate the public about Kiwanis.

Actions:
1. Routinely distribute resource and educational materials to clubs on how and why to market a club to media outlets and resources. (PR Chair)
2. Create and use media contact lists for North and South Carolina media outlets and use them to routinely publicize news stories about District and club accomplishments, awards, and recognition. (District Secretary & PR Chair)
3. Plan and conduct an awareness campaign across the states of North and South Carolina designed to increase awareness of the Kiwanis vision, mission, and impact. (PR Chair & Executive Committee)
4. Educate clubs on use of social media for local public relations and marketing. (PR Chair & Education Chair)

Strategy C – Expand Recognition Programs

Expand the District awards program to include recognition of community members outside of Kiwanis to create positive news mentions about Kiwanis (e.g.: “Kiwanis Teacher of the Year”, “Kiwanis Humanitarian of the Year”, volunteer, child advocate, etc.).

Actions:
1. Partner with the Carolinas District Foundation to create a District awards committee that will design and implement an expanded district-wide awards and recognition program. (Board of Trustees & Foundation Board)
2. Establish a mechanism to recognize volunteer service by District Kiwanians that supports the District mission and is demonstrably above and beyond expectations. (e.g.: Carolinas Service Medal, Lifetime Achievement Awards, SLP Advisor Awards, etc.) (Executive Committee & Awards Chair)
Goal IV. Kiwanis Image continued

Strategy D – Develop Signature Projects

Coach clubs in the development of Signature Projects that increase notoriety within their respective communities.

Actions:
1. Ensure through education and individual club coaching that clubs understand what a signature project is and the role that they play in establishing a legacy of service within each community. (Education Chair)
2. Consult with clubs that do not have a signature project and offer assistance in developing one. (Lt. Governors & Education Chair)
3. Establish a District database of successful signature projects to encourage clubs to share their success with others. (District Secretary)
Goal V. Responsible Stewardship and Management Excellence

To ensure financial viability and responsible stewardship for District resources and support management excellence among District clubs.

Strategy A – Provide Continuing Education

Provide continuing education to clubs and their leaders on management “best practices” for non-profit organizations.

Actions:
1. Use Club Coaching Days, conference & convention forums, leadership training events, and other educational activities to present “best practices” information to club members. (Education Chair)
2. Develop and offer position-specific training to club officers, board members, and key committee chairs. (Leadership Development Chair)
3. Protect the Kiwanis image through the appropriate use of background checks, risk management processes, integrity enhancing efforts by our members, and the implementation of best practices for serving youth. (Lt. Governors, Risk Management Chair)
4. Develop and disseminate a checklist of best practices on accepting member applications. (e.g.: New Member Orientation, background checks, member meetings, and service project attendance prior to complete acceptance as member). (Risk Management Chair)

Strategy B – Practice Sound Financial Management

Operate and sustain the District in a financially responsible manner.

Actions:
1. Manage, disburse, and account for District funds in accordance with Generally Accepted Accounting Practices and fiscal requirements for non-profit organizations. (District Secretary & District Treasurer)
2. Continue to subject District financial records to independent financial review. (District Secretary & District Treasurer)
3. Identify and pursue sources of non-dues income to help support District operations. (Executive Committee, Fundraising Chair)

Strategy C – Operate Transparently

Conduct District and Club operations in an open and transparent manner.

Actions:
1. Document and maintain operational procedures for the District consistent with Kiwanis International guidelines, by-laws, and best practices for non-profit organizations. (District Secretary)
2. Conduct appropriate oversight of club operations to ensure the Kiwanis brand is protected. (Board of Trustees)
Goal V. Responsible Stewardship and Management Excellence continued

Strategy D – Maintain Supportive District Relationships

Maintain a mutually supportive relationship among the District, the District Foundation, and the clubs.

Actions:

1. Publish and distribute a graphically descriptive annual report on district & foundation operations and finances that relates expenditures with accomplishments. (District Secretary, District Treasurer & Foundation Secretary)

2. Determine how to conduct an annual Foundation meeting in conjunction with the District Convention to give greater transparency to the District Foundation. (District Secretary, Foundation Secretary & Conference Chair)