Finding the Path Forward (With COVID in the Way)
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Session Outline

• What Is Your Club’s Vision of the Future?
• How Are You Going To Make That Dream Become Reality?
• Rethinking New Ways To Achieve Old Goals.
• The Importance of Planning.
Does Your Club Have A Dream?

Do You Have A Clear Picture Of The Future?

Is There A Common Understanding?
Do You Have A Roadmap To Guide You There?

More Than One Way To Get There

Are You All Headed In The Same Direction?
COVID Is Aggravating Confusion

Now, More Than Ever:
• Planning Is Critical
• Unify our vision
• Provide clear direction
• Lead the search for creative solutions
• Prevent “wild goose chases”

At the Kiwanis Club Level...

Components of the Strategic Plan driven by an organization’s Mission and Vision

So, Where Do We Start?

Start With A Vision

You Have To Dream!!
What is a Vision Statement?

A Club’s Vision Statement reveals:

- Where the Club wants to be in the future
- How the Club will be regarded
- What impact will the Club have on the community

Establishing The Dream

- Brainstorm at a club meeting
  - Eye-opening
  - Motivational
  - Energizes your members’ commitment to the club
- Use “prompts” to encourage members to
  - Share what makes the club special
  - Think about the reasons, people, and partnerships that
    will keep it going
  - Think about what is needed most in your community

Brainstorming Prompts

- “Why are you a Kiwanian?”
- “What is the best thing about this club?”
- “What does this community really need from us?”

WRITE THE ANSWERS DOWN SO THEY ARE VISIBLE
What Next?

You have taken the first step.

Now, you need a plan.

Vision Statement vs. Mission Statement and Strategic Plans

- Vision Statements are a view into the future of the Club with hope and a positive outlook, describing the Club’s inspirational, long term aspirations.
- Mission Statements clarify the purpose and primary measurable objectives of the Club.
- Strategic Plans provide specific strategies, goals and objectives to move a Club in a certain direction to achieve its vision.
What is a Strategic Plan?

- An organization’s road map
- To choose the roads you want to take
- The strategic plan ensures you reach your destination – your goals!

Why Do We Need One?

- Provide a clear focus for the club
- Provide the glue to keep the board and/or members together and focused on club priorities
- Provide a mechanism to help solve major problems

Think Critically

COVID Has Changed The Rules

- Don’t need to reinvent what you do, but how you do it.
  - Think critically.
  - Look for “Outside the Box” solutions
Strategic Planning Tool

Strategic Planning Process

Form a committee
- Select 5-6 people from your club who are committed to seeing your club thrive
- Your committee should represent diversity in:
  - Background
  - Experience
  - Age
  - Gender
  - Talents
  - Views

Gather and Analyze Information
- Utilize the Achieving Club Excellence Tools
- Collect information by:
  - Asking your members
  - Surveying community leaders
  - Collecting membership data and trends
  - Assessing club projects and fund raising
  - Measuring your club’s visibility
What is happening within your club that makes it strong?

What opportunities does your community offer that can help achieve your club's vision?

What are the weaknesses within your club that are barriers?

What are the external factors that might hinder your club’s efforts?

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**Strategic Planning Process**

**Gather and Analyze Information**

Use the data you’ve collected and your own views, respond to the following questions:

- What is happening within your club that makes it strong?
- What opportunities does your community offer that can help achieve your club's vision?
- What are the weaknesses within your club that are barriers?
- What are the external factors that might hinder your club’s efforts?

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**Strategic Planning Process**

- Develop Your Plan
  - Determine strategies & tactics
  - Create action steps & timelines
- Communicate the Plan
  - Present an overview to the Club
- Implement the Plan
  - Assign responsibilities
  - Update status regularly
- Measure Results
  - Share results & lessons learned

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**Putting it all together**

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Focus on Success

Five Elements Of Successful Kiwanis Clubs

• Relevant Hands-on Service
• Fun
• Best Management Practices
• Notoriety (Publicity or Marketing)
• Kiwanis Family Sponsorship

Think Creatively

• Create a shared vision
• Have a plan
• Focus on “How”
• Remember, critical thinking is simply asking, “What if...?”

AND ....

Never Stop Dreaming
Questions?