

Vivid Description

Our I-I District includes vibrant and enthusiastic family of clubs, individuals, supporters and partners. By growing our membership we can provide new service opportunities for children by partnering and engaging with our communities, provide opportunities to form enduring friendships and service to build better communities

Mission Statement

Defining Statement:

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

STRENGTHS (internal) District Project Great core "go-to" group Meaningful service projects Recognize our weaknesses Have Governor Assistants	OPPORTUNITIES (external) Utilize more social media Knowing community business leaders Growing community needs State of Illinois budget crisis
WEAKNESSES (internal) No turnover of some leadership positions Bring up new people into leadership roles Attendance at conventions Lack of technology knowledge	THREATS (external) State of Illinois budget crisis Why pay to volunteer with younger people

PRIORITY 1: Inspiration-Membership and Engagement

District Goal: Our goal is build, retain and support a growing and vibrant Kiwanis membership network

STRATEGIES	TACTICS	
	2016-17	Metric
<p>1 Increase membership</p> <ul style="list-style-type: none"> - grow traditional membership - develop and grow non-traditional membership - change the culture from "Membership Chair" to all inclusive <p>-Strengthen clubs under charter strength</p>	<p>Encourage Key Club parents to join</p> <p>Encourage recipients of benevolent funds/services to join</p> <p>Rick's Traveling Formula Show!</p> <ul style="list-style-type: none"> - pair experienced builders with newbies - Regional Formula Teams in addition to Divisional - Recognize Successes - Encourage participation at all levels <p>Evaluate clubs under charter strength thru membership reports</p> <p>Establish club counselors to work with these clubs</p>	<p>1% of SLP's in Division</p> <p>1 new member per club per year</p> <p>+5% net growth</p> <p>Bring 20% up to charter strength</p>
<p>2 Open clubs</p> <ul style="list-style-type: none"> - support the Formula Team - change the culture from "NCB Chair" to all inclusive 	<p>Rick's Traveling Formula Show!</p> <ul style="list-style-type: none"> - pair experienced builders with newbies - Regional Formula Teams in addition to Divisional <p>Identify orphaned SLPs for location of new clubs</p>	<p>Grow new Clubs by 5%</p> <p>Reduce orphaned SLPs by 10% yoy</p>
<p>3 Develop leaders</p> <ul style="list-style-type: none"> - competent and confident at all levels - create a pipeline of future leadership 	<p>Work with District leadership to identify potential leaders</p> <p>Increase # of club officers / leadership trained</p> <p>Verbal contacts with incoming officers when attending CLE</p> <p>Work with soon to be Imm Past LtG's to</p> <ul style="list-style-type: none"> - identify and mentor a future LtG + educate regarding the value of being a LtG - encourage them to follow up with future District leadership - follow up with their Formula commitments 	<p>Each PG provide a list by 1/1</p> <p>Evaluate District Chairs annually</p> <p>+10% yoy club leadership trained</p> <p>LtG-Elect elected / submitted to District office by 3/1</p>
<p>4 Identify and increase value of the membership experience</p> <ul style="list-style-type: none"> - emphasis on retention of members 	<p>Get club counselors more involved with the existing clubs</p> <p>Get members more involved in Service Projects</p> <p>Go back to the reason they joined...</p> <p>Pebbles in a pond - utilize new members for future prospects</p>	<p>Reduce deletions by 10% yoy</p>
<p>5 Build a strong network of local partners</p>	<p>Clubs perform community analysis & club analysis</p> <p>Partnership with IHOP, Boys & Girls Club, Jaycees, Chambers, etc.</p> <p>Use relationships already established by KI</p> <p>Look at local club and community level possibilities</p>	<p>Identify & Partner with 1 new local agency ...</p> <p>or...maintain existing partnerships</p>

PRIORITY 2: Impact - Meaningful Service

District Goal: To perform meaningful service, with service to children as our priority

STRATEGIES	TACTICS	
	2016-17	Metric
1 Encourage & support Kiwanis community networks & signature projects - Define and educate what are "signature projects" - Define and educate who are "community partners"	DCON forums on signature projects Website or directory of lessons learned defining signature projects Identify who are potential partners Clubs identify LOCAL potential partners	Each club to have at least 1 local child focused community project per yr
2 Align relevant service with community needs - Define and educate what are "community needs"	Encourage clubs to perform community analysis Partner with United Way, Housing Authorities, School Districts - Use THEIR community analysis to define best impact	Clubs to report on comm analysis at least every three years Clubs to report on club analysis each year
3 Empower and support SLP growth	Partner with local school districts / education institutions to define needs	Each club to actively support at least 1 SLP or District Outreach
4 Encourage hands-on service projects	Continue hands on DCON service project examples Create a directory of hands on service projects throughtout the District	Each club conduct one hands-on service project per year Add question on monthly report regarding service projects Compile Directory
5 Fulfill the District Pledge for ELIMINATE AND grow Spastics Paralysis Research Foundation giving	Report and hold clubs accountable (Fullfillment) Define pro-rata share for MNT Evaluate current fundraising event trends Revise or identify other club / division fundraiser for SPRF Encourage 100% of Divisions to award an Amador	1 new lead / major donor yoy All clubs reach pledges within 5 yrs ID and encourage "matching" opps Increase club contributions to SPRF 5% yoy Increase Amador recognition 10% yoy

PRIORITY 3: Image-Our Kiwanis Image

District Goal: To enhance the Kiwanis image in our I-I District

STRATEGIES	TACTICS	
	2016-17	Metric
1 Increase name recognition within the I-I District Emphasis on education	District PR Chair to create a Press Release and post to the web for Clubs to download and use locally Modify CLE to emphasize branding Put "Kiwanis" in front of every Signature event Emphasize "Key Club - a Kiwanis Family", etc. for each SLP Link our District Webpage to KI webpage on branding Encourage use of standard signage and apparel Add Question on Monthly Report regarding Brand usage	Monthly press release At each CLE training session Publish and link in Illeiwon DCON forum and beyond Establish club websites that link to Division and District websites Standards adhered to by 10/1/2017 Awaiting KI report access
2 Unify all Kiwanis brands Emphasis on education	Encourage KI branding standardization - Peanut Day - Awards, programs, etc Educate all regarding KI branding standards	DCON forum on proper branding (Complete) Emphasis at CLE on branding
3 Increase knowledge of our District mission as captured in our Vivid Description, both internally and externally	Include mission statement on publications Create a communication plan for internal and external communications When partnering or working with local partners, request logo added Work with LtG in developing Div specific Strategic Plans Clubs to develop Strategic Plan	Create webpage for Distict I PLAN PR Chair to create plan to present at DCON Add a question on Monthly report regarding logo useage (Awaiting KI I-Plan access) 50% of all Divisions to have started Prep of I-Plan by August 2016 DCON 50% of all Clubs to have started prep of strategic plan by Oct 2016
4 Promote the Kiwanis vision and vivid description	Include a communication plan for internal and external communications Update webpage with vision and vivid description (Need to implement our new web site)	See above
5 Promote Signature Projects	Continue to update "Best Case" signature products	70% of all clubs to have implemented or plans to implement "Signature Project"

PRIORITY #4: Investment - Financial Viability

District Goal: To ensure financial viability and responsible stewardship within the I-I District

STRATEGIES	TACTICS	
	2016-17	Metric
1 Exercise proper stewardship of resources	<p>Encourage PLGA to ID how they can help</p> <p>Develop Succession planning at Club, Division, and District levels</p> <p>Educate clubs regarding obligations, benefits of sponsoring SLP</p> <p>- Key Club/Circle K Gov to lead forum</p>	<p>Imm Past Gov to send message to Imm Past LtG's to get engaged in Membership. Add this message to LtG Training</p> <p>By end of Feb, have successors identified</p> <p>Increase Club sponsorship of SLPs by 5% YOY</p> <p>DCON forum</p>
2 Build a non-dues revenue base	<p>Emphasize Fundraising within the District, selling advertising</p> <p>Investigate partnering with outside organizations for events (DCON, etc)</p> <p>- Approach Edward Jones to sponsor a portion of DCON</p> <p>- Beer-tasting event at DCON (forum or dinner)</p> <p>ID sponsorship opportunities for LTG Training</p> <p>Clubs to tap into Wal-Mart and Kohls for giving</p>	<p>Establish a FUNDRAISING CHAIR position by Midwinter Conf</p> <p>Increase external DCON funding by 20%</p> <p>DCON Committee to lead 30% in 2016-17</p> <p>Article in Illeiwian from Fundraising Chair to encourage</p>
3 Simplify organizational dues structure and processes	<p>Revise Bylaws for NCB and new member add fees</p>	<p>Complete Bylaws change by Midwinter for Board to sponsor</p> <p>Pass Bylaw change @ 2016 DCON</p>
4 Develop financial education	<p>Continue and improve on educating clubs on financial reporting responsibilities</p> <p>Education on the use of community foundations "donor advised" funds</p>	<p>DCON Forum</p> <p>DCON Forum</p>
5 Build the Kiwanis Children's Fund & increase SPRF involvement	<p>Include SPRF involvement as element of Distinguished Club</p> <p>encourage ALL Div to honor with Amador</p> <p>Report and hold Clubs accountable</p> <p>Evaluate current fundraising event trends</p> <p>- revise or ID other projects</p>	<p>Increase contributions 5% yoy</p> <p>Increase Amador awards by 10% yoy</p>