

# Illinois-Eastern Iowa District of Kiwanis International Strategic Plan

**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

**DEFINING STATEMENT:**

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

<p><b><u>STRENGTHS (internal)</u></b></p> <ul style="list-style-type: none"> <li>District Project</li> <li>Great core "go-to" group</li> <li>Meaningful service projects</li> <li>Recognize our weaknesses</li> <li>Have Governor Assistants</li> </ul>	<p><b><u>OPPORTUNITIES (external)</u></b></p> <ul style="list-style-type: none"> <li>Utilize more social media</li> <li>Knowing community business leaders</li> <li>Growing community needs</li> <li>State of Illinois budget crisis</li> </ul>
<p><b><u>WEAKNESSES (internal)</u></b></p> <ul style="list-style-type: none"> <li>No turnover of some leadership positions</li> <li>Bring up new people into leadership roles</li> <li>Attendance at conventions</li> <li>Lack of technology knowledge</li> </ul>	<p><b><u>THREATS (external)</u></b></p> <ul style="list-style-type: none"> <li>State of Illinois budget crisis</li> <li>Why pay to volunteer with younger people</li> </ul>

**Mission Statement:**

**Defining Statement:**

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

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

**PRIORITY: Inspiration-Membership and Engagement**

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

STRATEGIES	TACTICS		
	2015-16	Metric	2016-17
1.1 Increase membership - grow traditional membership - develop and grow non-traditional membership - change the culture from "Membership Chair" to all inclusive  -Strengthen clubs under charter strength	Ask SLP parents to join	1% of SLP's in Division	Ask Key Club parents to join Ask recipients of charities monies to join Penny's Traveling Formula Show! - pair experienced builders with newbies - Regional Formula Teams in addition to Divisional - Encourage participation at all levels
	Ask recipients of charities donations to join	1 new member per club per year	
	Penny's Traveling Formula Show! - pair experienced builders with newbies - Regional Formula Teams in addition to Divisional - Recognize successes - Encourage participation at all levels	+5% net growth	- Recognize successes
	Evaluate clubs under charter strength thru membership reports Establish club counselors to work with these clubs	20% up to charter strength	
2 Open clubs - support the Formula Team - change the culture from "NCB Chair" to all inclusive	Penny's Traveling Formula Show! - pair experienced builders with newbies - Regional Formula Teams in addition to Divisional  Identify orphaned SLP clubs for location of new clubs	NCO = 16 goal	Rick's Traveling Formula Show! - pair experienced builders with newbies - grow 5% new clubs
3 Develop leaders  - competent and confident at all levels  - create a pipeline of future leadership	Work with District leadership to identify potential leaders	Each PG provide a list by 1/1	Work with District leadership to identify potential leaders  Work with soon to be Imm Past LtG's to
	Increase # of club officers / leadership trained	Evaluate District Chairs annually	
	Verbal contacts with incoming officers when attending CLE  Work with soon to be Imm Past LtG's to - identify and mentor a future LtG + educate regarding the value of being an LtG - encourage them to follow up with future District leadership - follow up with their Formula commitments	+10% yoy club leadership trained	- identify and mentor a future LtG - encourage them to follow up with future District leadership  - follow up with their Formula commitments Verbal contacts with incoming officers of when attending CLE
4 Identify and increase value of the membership experience - emphasis on retention of members	Get club counselors more involved with the existing clubs Get members more involved in Service Projects Go back to the reason they joined... Pebbles in a pond - utilize new member for future prospects	Reduce deletions by 10% yoy	Get club counselors more involved with the existing clubs Get members more involved in Service Projects Go back to the reason they joined... Pebbles in a pond - utilize new member for future prospects
5 Build a strong network of local partners	Clubs perform community analysis & club analysis Partnership with IHOP, Boys & Girls Club, Jaycees, etc. Use relationships already established by KI Look at local club and community level possibilities	identify & partner with 1 new local agency ... or... maintain existing partnerships	Clubs perform community analysis & club analysis Partnership with IHOP, Boys & Girls Club, Jaycees, etc. Use relationships already established by KI Look at local club and community level possibilities

**PRIORITY: Impact - Meaningful Service**

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

STRATEGIES	TACTICS		
	2015-16	Metric	2016-17
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 project partners Clubs identify LOCAL potential partners for service projects	Each club to have at least 1 local child community project per yr	DCON forums on signature projects Website or directory of lessons learned defining signature projects Identify who are potential partners Clubs identify LOCAL potential partners
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	Encourage clubs to perform community analysis Partner with United Way, Housing Authorities, School Districts - Use THEIR community analysis to define best impact
3 Empower and support SLP growth	Partner with local school districts / institutions to define needs	Each club to actively support at least 1 SLP or District Outreach  Reduce orphaned SLPs by 10% yoy	Open a Kiwanis Club where we have orphaned SLP's (eg; Div 3) Partner with local school districts / education institutions to define needs
4 Encourage hands-on service projects	Continue hands on DCON service project examples Create a directory of hands on service projects for the District	Each club conduct one hands-on service project per year	Continue hands on DCON service project examples Create a directory of hands on service projects throughout the District
5 Fulfill the District Pledge for ELIMINATE AND grow Spastics Paralysis Research Foundation	Define pro-rata share for MNT Report and hold clubs accountable	1 new lead / major donor yoy All clubs reach pledges within 5 yrs ID and encourage "matching" opps  club contributions to SPRF 5% yoy increase Amador recognition 10% yoy	Report and hold clubs accountable 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

**PRIORITY: Image-Our Kiwanis Image**

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

STRATEGIES	TACTICS		
	2015-16	Metric	2016-17
1 Increase name recognition within the I-I District Emphasis on education	Modify CLE to emphasize branding Put "Kiwanis" in front of every Signature event Emphasize "Key Club - a Kiwanis Family", etc for SLP DCON Forum Link our District Webpage to KI webpage on branding	District PR Chair to create a Press Release monthly and post to the web for Clubs to download and use locally Publish and link in Illeiwian  Establish club websites that link to Division and District websites  Encourage use of signage and apparel	
2 Unify all Kiwanis brands Emphasis on education	Modify CLE to emphasize branding Put "Kiwanis" in front of every Signature event Emphasize "Key Club - a Kiwanis Family", etc for SLP DCON Forum Link our District Webpage to KI webpage on branding Emphasis on Divisional Council meeting - branding discussions	Article on Branding in Dec 2015 Illeiwian  DCON forum on proper branding  Emphasis at CLE on branding Peanut Day re-branding complete	Encourage KI branding standardization - Peanut Day - Awards, programs, etc Educate all regarding KI branding standards
3 Increase knowledge of our District mission as captured in our Vivid Description, both internally and externally	Organize links on our webpage to resonate with I-Plan (Need to implement our new web site)  Create a communication plan for internal and external communications When partnering or working with local partners, request logo added Clubs to develop Strategic Plans	Create webpage for I PLAN by Feb 2016  Next year's PR Chair to create plan to present at DCON Add a question on Monthly report regarding logo useage 50% of all Clubs to have started prep of strategic plan by Oct 2016	include mission statement on publications  Work with LtG in developing Div specific Strategic Plans
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  See above	See above
5 Promote Signature Projects	Compile a list of "Best Case Signature Projects" Add this question to the Monthly Reporting	70% of all clubs to have implemented or plans to implement "Signature Projects"	Continue to update "Best Case" signature products

**PRIORITY #4: Investment - Financial Viability**

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

STRATEGIES	TACTICS		
	2015-16	Metric	2016-17
1 Exercise proper stewardship of resources	Reinforce / Redefine the District Treasurer position	Enact bylaws change to declare Finance Chair as District Treasurer by DCON 2016	
	Define how to make best use of Imm Past LtG's	Imm Past Gov to send message to Imm Past LtG's to get engaged in Membership. Add this message to LtG Training	Encourage PTG to ID how they can help
	Develop Succession planning at Club, Division, and District levels	By end of Feb, have successors identified	Ditto
	Educate clubs regarding obligations, benefits of sponsoring SLP	Reduce orphaned SLPs by 10% yoy - build new clubs to sponsor them	ID other orphaned SLPs
	- Key Club/Circle K Gov to lead forum	DCON forum	Target new club building efforts in orphaned SLP areas See previous service tactics and measurements
2 Build a non-dues revenue base	Emphasize Fundraising within the District, selling advertising	Establish a FUNDRAISING CHAIR position by Midwinter Conf Increase external DCON funding by 20%	Ditto
	Investigate partnering with outside organizations for events (DCON, etc) - Approach Edward Jones to sponsor a portion of DCON - Beer-tasting event at DCON (forum or dinner)	DCON Committee to lead 30% in 2016-17	
	Clubs to tap into Wal-Mart and Kohls for giving	Article in Illeiwon from Fundraising Chair to encourage	ID sponsorship opportunities for LTG Training
3 Simplify organizational dues structure and processes	Revise Bylaws for NCB and new member add fees	Complete Bylaws change by Midwinter for Board to sponsor	
4 Develop financial education	Continue and improve on educating clubs on financial reporting responsibilities	DCON Forum	
	Education on the use of community foundations "donor advised" funds	DCON Forum	
5 Build the Kiwanis Children's Fund & increase SPRF involvement	Include SPRF involvement as element of Distinguished Club	increase contributions 10% yoy Increase Amador awards by 10% yoy	Evaluate current fundraising event trends - revise or ID other projects encourage ALL Div to honor with Amador