

I-PLAN 100 RETREAT

Name: Warren Eckelman

District: Kansas

Date: 01-07-16

Our district's vivid description:

Kansas District of Kiwanis is actively working to enhance the lives of children in our cities and rural communities through fellowship, fun, and community partners!

STRENGTHS

- Work ethics
- Cohesiveness
- Succession of Leadership
- District Project/100% buy in
- One state district

OPPORTUNITIES

- 4-H Family membership
- Social media
- Communities with past clubs
- Meeting options
- SLP opportunity
- Home schooled children

WEAKNESSES

- Lt. Govs – offices vacant
- Roads
- Rural areas – small clubs
- Mentoring – Club level
- Not inviting/asking
- Lack New Member orientation & inclusion

THREATS

- Population exodus
- Aging population
- Other service clubs
- General Apathy
- Self-centeredness

PRIORITY #1: Inspiration – Membership and Engagement

District Goal: Promote a positive atmosphere of club membership to retain existing members and increasing new members to a net gain of 5% per year for 5 years.

<u>STRATEGIES</u>	<u>METRICS</u>
Open new clubs	2 per year
Identify/Target past and closed clubs	58 since '93
Increase each clubs membership by 2 per yr. for 5 years	162 new members per year 810 new members over 5 years
Develop and mentor leadership in each club	Increase new member engagement- involve in 2 service projects, Kiwanis events, develop member mentors program Enhance CLE training/focus on I-Plan and formula Obtain alumni list of SLP grads and their parents
Build strong networks of local and global partners	Local business sponsorship of Kiwanis programs Local government partnership
Grow SLPs throughout district	Each club will sponsor at least one SLP Obtain alumni list of SLP grads and their parents

<p>Research approaching home school network to include Kiwanis SLPs</p> <p>Improve member experience</p>	<p>Identify Home School network association (CHECK) – Day Under the Dome</p> <p>Determine a locale/base with numbers for a SLP development</p> <p>Work with clubs to sponsor</p> <p>Educate club boards on showing members that they are important, needed and appreciated</p> <p>Develop Club Member Mentor programs</p> <ul style="list-style-type: none">InformalFormal <p>Annual Club self evaluation</p> <p>Individual Club goals for engagement – develop by incoming boards</p> <p>Club member appreciation encouraged</p> <p>Establish District Honor Recognition</p>
--	--

PRIORITY #2: IMPACT – MEANINGFUL SERVICE

District Goal: To perform meaningful service, with service to children as our priority, on both the district and local club level
 Emphasis at Club President’s training

<u>STRATEGIES</u>	<u>METRICS</u>
<p>Continue partnership with 4H on current and future district project.</p>	<p>Goals are similar in both organizations Explore I-HOP – KS 4H District Project Funding source</p>
<p>Encourage clubs to have 2 signature projects per year, one for local community and one for district</p>	<p>I-HOP /KIWANIS National Pancake Day - Children’s Miracle Network</p>
<p>Encourage community assessment need for all clubs to identify hands-on service projects</p>	<p>Work with Tecumseh, Hutchison, Dodge City and Iola to explain and develop the how of the development of a “signature” project Emphasis on Young Child Priority One YCPO on local level</p>
<p>Encourage community assessment need for all clubs to identify hands-on service projects</p>	<p>Emphasis at CLE President’s training Membership growth Consider service commitment by all but “senior status “ members</p>

<p>Promote club sponsorship of SLPs and increase existing SLP members</p> <p>Encourage timely, detailed reports of service projects from all clubs</p> <p>Encourage 100% club participation, both financially and hands on, of Key Leader to benefit future leaders and potential new members</p>	<p>Each club will sponsor a SLP Each club will stay engaged or increase engagement with their existing SLP</p> <p>Ability to track progress and future analysis. Enhanced education</p> <p>Potential members of parents of participants Increase Kiwanis visibility – locally & statewide</p>
---	---

PRIORITY #3: IMAGE – OUR KIWANIS IMAGE

District Goal: Be consistent in our Kiwanis International approved imaging and educating entire district membership on the focused mission of “Serving the children of the world”.

<u>STRATEGIES</u>	<u>METRICS</u>
DCON training/Include social media/	Specifically how to: Facebook, Twitter, Snap Chat Have a Sessions for “Dummies” or 101 & Advanced Websites
Pursue adding approved branding to CLE training	Contact KI
Education at division council meetings	Task Lt. Gov. to accomplish Coordinate with District Trainers
Establish 3 year PR media chair	Person has been identified Build a Team for the PR Chair- Kiwanis members who are in media
Develop plan to distribute PSAs to media outlets statewide	Use Members savvy to media resources Use the PR team to strategically distribute

<p>Educate clubs during Lt. Gov visits</p> <p>Emphasize legalities in all training</p> <p>Review imaging on district newsletter, website, and calendar</p>	<p>Add education to Lt/Gov training to inform the Lt Gov on what clubs need to know; key information that they are to impart and how; encourage division board meetings with Lt. Gov. and club presidents, or perhaps before the new KI year starts after KI convention; and before DCON</p> <p>80% compliance in year one</p> <p>Should be done immediately</p>

PRIORITY #4: INVESTMENT – FINANCIAL

District Goal: Actively promote increased membership for increased revenue in addition to pursuing non-dues revenue sources

<u>STRATEGIES</u>	<u>METRICS</u>
<p>Investigate partnerships with corporate sponsors</p> <p>Push for new members/new clubs</p> <p>Increase attendance at conventions</p> <p>Raffles and other district fundraisers</p> <p>Maintain good stewardship with current and future revenue and funds</p> <p>Comparison value for Dues</p>	<p>Consider successful models; Tecumseh, Iola</p> <p>See Goals from Priority #1/more members add to dist\$</p> <p>Increase Content at Conventions; Establish reduced registration rate for first timers. Or first timers accompanied by a club officer</p> <p>Need to differentiate between foundation and district efforts (foundation has raffles as 401 (c)(3) the district cannot use raffles to raise funds under Kansas law). Attempt to get more valuable prizes for raffles</p> <p>Establish a reserve; Set Goal for reserve Increase reserve no less than \$5000 annually</p> <p>Determine rate of other service clubs; evaluate;</p>

--	--	--