



**Kiwaniis**  
Of Acadiana-Lafayette

The I-Plan of the **KIWANIS OF ACADIANA-LAFAYETTE**  
of the  
**Louisiana-Mississippi-West Tennessee District**  
of  
**Kiwaniis International**

**KIWANIS MOTTO:** Serving the Children of the World

**DEFINING STATEMENT OF KIWANIS:** Kiwanis is a global organization of volunteers dedicated to improving the world one child and one community at a time.

**KIWANIS OF ACADIANA-LAFAYETTE**

**OUR VISION:** Our club will be the premier volunteer service organization in our community committed to improving the lives of youth and adults.

**OUR MISSION:** We will enhance the quality of life in our community through service.

**Our Priorities and Goals**

***Inspiration* MEMBERSHIP & ENGAGEMENT**

**GOAL:** To build, retain and support a growing Kiwanis membership network

*Our club must promote excellence in developing members to achieve its mission.*

**STRATEGY:**

- Increase Club Membership
- Public Promotions, TV spots with Kiwanis ads through local TV
- Billboard Promotions using Kiwanis ad.
- Outreach to local new business, invite for guest speakers and volunteer
- Focus our efforts Local immediate area for members.

***Impact* MEANINGFUL SERVICE**

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

*Our club must promote excellence in programs and service throughout the community and district.*

**STRATEGY:**

- Continue our efforts with two B.U.G. Programs
- New Zydeco Children's Park-Continue our goal
- Strengthen our tie's To Local Partners, Salv. Army, D.T.A.
- Adopt a Teacher

***Image* OUR KIWANIS IMAGE**

**GOAL:** To enhance the Kiwanis image in our community and worldwide

*Our club must promote excellence in awareness and marketing.*

**STRATEGY:**

- Use Kiwanis Ads in Local Television, Billboards, Social Media
- Continue quality newsletter
- Social Media Blasts
- Guest Speakers, take the opportunity to show them what we do.
- Wear our shirts, pins, logo materials to all events
- Kiwanis Bumper stickers for B.U.G. program

***Investment* FINANCIAL VIABILITY**

**GOAL:** To ensure financial viability and responsible stewardship

*Our club funds many activities and raises substantial amounts of funds. It must promote excellence in financial sustainability and the members must be good financial stewards.*

**STRATEGY:**

- Continue our strong fundraising efforts
- Add one fundraiser
- Mid-year review of accounts by financial committee chair
- Ensure donations go towards the greatest impact
- Partner with other groups to lessen financial strain, but increase impact

## Strategic I-Plan For KOA Tactical Plan

Our club will be the premier volunteer service organization in our community committed to improving the lives of youth and adults.

Goal	Item	Description	Responsibility	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021
<b>Inspiration</b>	<b>GOAL: To build, retain and support a growing Kiwanis membership network we will increase membership by 5 members.</b>							
	<b>Strategy 1: Increase Club Membership through creative prospecting in the immediate local area</b>							
<b>Inspiration</b>	a	Increase Club Membership by <b>5 before 2020</b>	Russell Trahan	have 2 recruiting events a year. Implement KI Recruiting ideas like IRS day, Bring a Friend Competitions, etc.	have 3 recruiting events a year	have 4 recruiting events a year	have 4 recruiting events a year	have 5 recruiting events a year
<b>Inspiration</b>	b	Area Businesses Outreach	Richard Latiolais, C.B. Talley	schedule visits to 5 businesses near our meeting place. Drop off a club brochure, invite the owners or employees to an upcoming meeting	Outreach to 10 local business, invite for guest speakers and volunteer	Outreach to 10 local business, invite for guest speakers and volunteer	Outreach to 10 local business, invite for guest speakers and volunteer	Outreach to 10 local business, invite for guest speakers and volunteer
<b>Inspiration</b>	c							
	<b>Strategy 2: Increase membership by promoting our excellence through public knowledge about KI &amp; KOA</b>							
<b>Inspiration</b>	a	Increase Public Promotions, TV spots with Kiwanis ads through local TV	Stephanie Milligan, Susan Holiday	set and commit to media schedule with <b>6 this year</b>	set and commit to media schedule with <b>6 this year</b>	set and commit to media schedule with <b>6 this year</b>	set and commit to media schedule with <b>6 this year</b>	set and commit to media schedule with <b>6 this year</b>
<b>Inspiration</b>	b	Increase Billboard Promotions using Kiwanis ad	Craig Burkhalter	set and commit to billboard schedule with <b>2 billboards this year</b>	set and commit to billboard schedule with <b>2 billboards this year</b>	set and commit to billboard schedule with <b>2 billboards this year</b>	set and commit to billboard schedule with <b>2 billboards this year</b>	set and commit to billboard schedule with <b>2 billboards this year</b>
<b>Inspiration</b>	c	Design a great 1 page info sheet with club info and post around town	Billie Lis, Kim Champagne, Christina Harper	work with a ULL Graphic Design Intern to create a 1 page KOA information sheet. Post 1 pager in area shop windows. Provide names and numbers of club leaders who can be contacted for more information <b>by April 2017</b>	display KOA information in shop windows and company bulletin boards. Provide names and numbers of club leaders who can be contacted for more information	display KOA information in shop windows and company bulletin boards. Provide names and numbers of club leaders who can be contacted for more information	display KOA information in shop windows and company bulletin boards. Provide names and numbers of club leaders who can be contacted for more information	display KOA information in shop windows and company bulletin boards. Provide names and numbers of club leaders who can be contacted for more information

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<b>Impact</b>	<b>GOAL: To perform meaningful service, with service to children as our priority, our club will promote excellence in programs and service throughout the community</b>							
	<b>Strategy 1: Increase awareness and participation of children's service projects in local schools and community programs</b>							
<b>Impact</b>	a	Increase our efforts in the two current B.U.G. Programs	Brady Mouton, Billie Lis, Kim Champagne	Send an email or letter home to school parents explaining the Bring Up Grades (BUG) Program	Conduct Setting Goals Presentation at BUG schools	make awards day more special by implementing KI ideas <a href="http://kiwaniskids.org/en/BUG/Resources_copy1/Presenting_awards.aspx">http://kiwaniskids.org/en/BUG/Resources_copy1/Presenting_awards.aspx</a>	Bring on BUG business sponsors	Establish a Mentoring program with BUG program
<b>Impact</b>	b	Adopt a Teacher	Kim Champagne, Dwight Manuel	Contact LPSS or principal Herman to inquire about starting this	Officially adopt a teacher	Officially adopt a teacher	Officially adopt a teacher	Officially adopt a teacher
<b>Impact</b>	c	Initiate a Young Children: Priority 1 project	Christina Harper,	<b>By _____ 2017 Appoint chairperson</b> , then chairperson conduct Needs Study (see <a href="http://www.kiwanis.org/kiwanis/serve/young-children-priority-one-(ycpo)/project-ideas-and-resources#.WF01sX2wnCp">http://www.kiwanis.org/kiwanis/serve/young-children-priority-one-(ycpo)/project-ideas-and-resources#.WF01sX2wnCp</a> )	Select 1 YCPO project to implement	Select 1 YCPO project to implement	Select 1 YCPO project to implement	Select 1 YCPO project to implement
	<b>Strategy 2: Increase awareness and participation of children's service projects in our community</b>							
<b>Impact</b>	a	Continue on goal to deliver New Zydeco Children's Park-	Rusty Ruckstuhl, Rick Latiolais, C.B. Talley	<b>Contact KI partners like landscape structures &amp; Rustic Pathways for possible help</b>	Park Maintenance Project	Park Maintenance Project	<b>Park Improvement Project</b>	Park Maintenance Project
<b>Impact</b>	b	Strengthen our tie's To Local Partners, Salvation Army, D.T.A.	Melvine James, Russell Trahan	<b>By March 2017 Appoint chairperson</b> , to lead a Local Partners Liaison committee	<b>Appoint chairperson</b> , to lead a Local Partners Liaison committee	<b>Appoint chairperson</b> , to lead a Local Partners Liaison committee	<b>Appoint chairperson</b> , to lead a Local Partners Liaison committee	<b>Appoint chairperson</b> , to lead a Local Partners Liaison committee
<b>Impact</b>	c							

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<b>Image</b>	<b>GOAL: To enhance the Kiwanis image in our community and worldwide</b>							
	<b>Strategy 1: Our club promotes KOA &amp; KI locally</b>							
<b>Image</b>	a	Use Kiwanis Ads in Local Television, Billboards, Social Media <b>to have parish wide recognition</b>	Russell Trahan	PR Chair to give KOA Board their PR plan by _____ 2017	Use Kiwanis Ads in Local Television, Billboards, Social Media <b>to have 12 per year</b>	Use Kiwanis Ads in Local Television, Billboards, Social Media <b>to have 12 per year</b>	Use Kiwanis Ads in Local Television, Billboards, Social Media <b>to have 12 per year</b>	Use Kiwanis Ads in Local Television, Billboards, Social Media <b>to have 12 per year</b>
<b>Image</b>	b	Take the opportunity to show Guest Speakers what we do, and invite them back as a prospective member	Fritzie Fine, Kenny Toups	Every meeting show Guest Speakers what we do, and invite them back as a prospective member	Every meeting show Guest Speakers what we do, and invite them back as a prospective member	Every meeting show Guest Speakers what we do, and invite them back as a prospective member	Every meeting show Guest Speakers what we do, and invite them back as a prospective member	Every meeting show Guest Speakers what we do, and invite them back as a prospective member
<b>Image</b>	c	Welcome sign- add KOA to a visitor's first impression of our town	C.B. Talley, Anissa Talley	Get Kids or BUG kids to design a sign for each entrance to our towns and have them made by the LPSS shop classes.	Schedule & have a Sign Cleanup & Maintenance day	Schedule & have a Sign Cleanup & Maintenance day, invite K Kids	Schedule & have a Sign Cleanup & Maintenance day	Schedule & have a Sign Cleanup & Maintenance day
	<b>Strategy 2: : Our club promotes KOA &amp; KI worldwide</b>							
<b>Image</b>	a	Continue quality newsletter and distribute to wider audience	Billie Lis	Newsletter editor to send newsletter to previous members and previous prospects	Newsletter editor to send newsletter to previous members and previous prospects	Newsletter editor to send newsletter to previous members and previous prospects	Newsletter editor to send newsletter to previous members and previous prospects	Newsletter editor to send newsletter to previous members and previous prospects
<b>Image</b>	b	Increase Social Media Blasts	Russell Trahan	have at least 1 social media post per week	have at least 2 social media post per week	have at least 3 social media post per week	have at least 4 social media post per week	have at least 4 social media post per week
	<b>Strategy 3: Members and the public as walking and driving billboards</b>							
<b>Image</b>	a	Wear our KOA logo materials to all events	Russell Trahan	double points awarded to members for being seen around town with their Kiwanis logo items or pins	Design an Event Tee shirt that other people would buy & wear	Design and sell a hat that other people would buy & wear	Design an Event Tee shirt that other people would buy & wear	Design and sell a hat that other people would buy & wear
<b>Image</b>	b	Purchase & distribute KOA promo material for B.U.G. program	Billie Lis, Richard Latiolais	Order Generic BUG Bumper Stickers <a href="http://store.kiwanis.org/Product/BUG-Bumper-Sticker-KI14201-2872.htm">http://store.kiwanis.org/Product/BUG-Bumper-Sticker-KI14201-2872.htm</a>	have school & club name <b>personalized bumper stickers</b> made, distribute to BUG award winners	have school & club name <b>personalized bumper stickers &amp; Tee Shirts</b> made, distribute to BUG award winners	have school & club name <b>personalized bumper stickers, Tee Shirts and pens/pencils</b> made, distribute to BUG award winners	have school & club name <b>personalized bumper stickers, Tee Shirts and lunch boxes</b> made, distribute to BUG award winners

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Goal	Item	Description	Responsibility	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021
<b>Investment</b>	<b>GOAL: To ensure financial viability and responsible stewardship</b>							
	<b>Strategy 1: Our club funds many activities and raises substantial amounts of funds.</b>							
<b>Investment</b>	a	Add an additional fundraiser	Bill Penny, Richard Latiolais	assemble a committee to investigate and report to board by April 2017	new KOA Fundraiser	new KOA Fundraiser	new KOA Fundraiser	new KOA Fundraiser
<b>Investment</b>	b	Continue our strong fundraising efforts to increase by 10%	Bill Penny, Richard Latiolais	Implement Fundraising Competitions, etc.	consider giving to one of KI's Major Emphasis Program partners	Implement Fundraising Competitions, etc.	consider giving to one of KI's Major Emphasis Program partners	Implement Fundraising Competitions, etc.
	<b>Strategy 2: Our club has excellence in financial sustainability and the members are be good financial stewards.</b>							
<b>Investment</b>	a	Ensure donations go towards the greatest impact	Bill Penny, Richard Latiolais	Financial committee to investigate and report by April 2017	Financial committee to investigate and report by April 2018	Financial committee to investigate and report by April 2019	Financial committee to investigate and report by April 2020	Financial committee to investigate and report by April 2021
<b>Investment</b>	b	Mid-year review of accounts by financial committee chair	Kenny Toups	Financial VP to report by 3/1/2017	Financial VP to report by 3/1/2018	Financial VP to report by 3/1/2019	Financial VP to report by 3/1/2020	Financial VP to report by 3/1/2021
<b>Investment</b>	c	Implement and follow a membership arrears policy	Kenny Toups	Review District Bylaws on this subject with Members, get agreement on new KOA Arrears Policy	Consider consequences for any members not in good standing	Member dues are collected within 60 days		
	<b>Strategy 3: Our Club works with partners and makes alliances to lessen financial strain, and increase impact</b>							
<b>Investment</b>	a	Partner with other groups to lessen financial strain, and increase impact	Bill Penny, Richard Latiolais	<b>Use contacts from</b> Local Partners Liaison committee to find grants and opportunities for alliances	<b>Use contacts from</b> Local Partners Liaison committee to find grants and opportunities for alliances	<b>Use contacts from</b> Local Partners Liaison committee to find grants and opportunities for alliances	<b>Use contacts from</b> Local Partners Liaison committee to find grants and opportunities for alliances	<b>Use contacts from</b> Local Partners Liaison committee to find grants and opportunities for alliances
<b>Investment</b>	b							
<b>Investment</b>	c							