



**Kiwanis Dawn Busters of Metairie  
of the  
Louisiana-Mississippi-West Tennessee District  
of  
Kiwanis 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 DAWN BUSTERS OF METAIRIE**

**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:**

- Continue to increase our memberships within the Dawn Buster club
- Increase our membership diversity in the club by having Satellite Meetings
- We will keep everyone involved and active in the club
- We have and will continue to have a new member orientation program
- Continue to provide Leadership Program opportunities in every club community
- We will have leadership participation in all levels of the Dawn Buster Club

***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:**

- We will support the KI Eliminate Project to eliminate maternal and neonatal tetanus
- Club Service Project –Continue to support our Key clubs and Aktion Clubs and continue to add clubs
- Continue and expand on feeding the homeless people in New Orleans
- Expand the use of other clubs to participate in more service projects
- Continue our Rewards for Reading Program in twenty (20) schools

***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:**

- Enhance our image with advertising banners for our service projects
- We have developed a high quality news letter
- Continue to improve on our new user friendly web site
- Improve the access and use of the media
- We have increased the access to community resources
- We have gotten exposure by have monthly Satellite meetings\_

***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:**

- We have maintained adequate financial resources through dues collection
- Increased our fund raiser projects throughout the year

## Strategic I-Plan For Dawn Busters of Metairie, LA - Tactical Plan

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</b>							
	<b>Strategy 1: To increase the membership within our club</b>							
<b>Inspiration</b>	a	Continue our monthly Satelite meetings to attract new members. (Currently doing) Make in convenient for all to attend.	President, Officers and Committee Charis	identify individuals, corporatiions, sponsors to be potential members.	Set goals & time lines to increase memberships.	Continue	Continue	Continue
<b>Inspiration</b>	b	Continue to increase our corporate memberships.	President, Officers and Committee Charis	Increase local businesses to invest in our club and Kiwanis	Inviite, friends, relatives, to attend our fundraisers	Contiue	Continue	Continue
<b>Inspiration</b>	c	Encourage all committee chairs to get in volved in all activities	President, Officers and Committee Charis	Have great weekly guest speakers at meetings	Continue to improve our social media corespondence.	Continue	Continue	Continue
	<b>Strategy 2: To keep up the morale of our members through meetings, service projects and other club opportunities.</b>							
<b>Inspiration</b>	a	Make the meetings exciting and deviate from the normal from time to time	President, Officers and Committee Charis	Come up with different skits during meetings to break the usual format.	Continue	Continue	Continue	Continue
<b>Inspiration</b>	b	Continue to add service projects and make the existing projects enjoyable	President, Officers and Committee Charis	Identify new service projects	Continue	Continue	Continue	Continue
<b>Inspiration</b>	c	Continue to have our major social gatherings where we can get to know members much better.	President, Officers and Committee Charis	Come up with socials that all members would like to attend and enjoy	Continue	Continue	Continue	Continue
	<b>Strategy 3: To keep up the morale of our members through Kiwanis International and LMWT District of Kiwanis events.</b>							
<b>Inspiration</b>	a	Attending Mid-Winter Conference	President Secretary Treasurer	Have money in budtget to cover all expenses	Continue	Continue	Continue	Continue
<b>Inspiration</b>	b	Attend LMWT District Convention	President Secretary Treasurer	Members should get involved in workshops available	Continue	Continue	Continue	Continue
<b>Inspiration</b>	c	Attend Kiwanis International Convention	President & President Elect	Members will be there from all Clubs throughout the world. Be inspried.	Continue	Continue	Continue	Continue

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<b>Strategy 4: To keep members inspired through children.</b>								
<i>Inspiration</i>	a	Continue to sponsor our Key Clubs and Builders clubs in the schools that we sponsor.	President & Committee Chair	Have funds budgeted to support existing clubs & potential new clubs	Continue	Continue	Continue	Continue
<i>Inspiration</i>	b	Continue to recruit new schools and other organizations willing to help support these clubs	President & Committee Chair	Budget funds to support new clubs that could be added.	Continue	Continue	Continue	Continue
<i>Inspiration</i>	c	Continue to add schools to our Rewards for Reading Program	President & Committee Chair	Find additional sponsors that will participate with this project.	Continue	Continue	Continue	Continue
<b>Strategy 5:</b>								
<i>Inspiration</i>	a							
<i>Inspiration</i>	b							
<i>Inspiration</i>	c							
<b>Strategy 6:</b>								
<i>Inspiration</i>	a							
<i>Inspiration</i>	b							
<i>Inspiration</i>	c							

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<b>Impact</b>	<b>GOAL: To perform meaningful service, with service to children as our priority</b>							
	<b>Strategy 1: Continue to improve our signature projects.</b>							
<b>Impact</b>	a	Continue to work with our sponsors on improving our Rewards for Reading program.	President, Officers and Committee Charis	Continue this program.	Continue	Continue	Continue	Continue
<b>Impact</b>	b	Continue to improve on our Feeding the Homeless project.	President, Officers and Committee Charis	Continue this program.	Continue	Continue	Continue	Continue
<b>Impact</b>	c	Evaluate our Key Club Scholarship Program	President, Officers and Committee Charis	Continue this program.	Continue	Continue	Continue	Continue
	<b>Strategy 2: Support our motto: Serving the Children of the Community</b>							
<b>Impact</b>	a	Support the KI Eliminate Project to eliminate Maternal & neonatal tetanus	President, Officers and Committee Charis	Budget funds to support this project.	Continue	Continue	Continue	Continue
<b>Impact</b>	b	Expand the use of other clubs to participate in more service projects	President, Officers and Committee Charis	Budget funds to support this project & fine new ones	Continue	Continue	Continue	Continue
<b>Impact</b>	c	Continue to support our Key Clubs and Aktion Clubs	President, Officers and Committee Charis	Continue to recruit new schools for this project.	Continue	Continue	Continue	Continue
	<b>Strategy 3:</b>							
<b>Impact</b>								
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<b>Image</b>	<b>GOAL: To enhance the Kiwanis image in our community and worldwide</b>							
	<b>Strategy 1: Enhance our image with advertising.</b>							
<b>Image</b>	a	Display our advertising banners at all Kiwanis events	President & Committee Chars	Display banners for Service Projects & Fund Raisers	Continue	Continue	Continue	Continue
<b>Image</b>	b	Weekly Newsletter	President & Committee Chair	Distribute newsletter to all members at meeting	Continue	Continue	Continue	Continue
<b>Image</b>	c	Encourage all members to wear DawnBusters shirts with logos of each	President & Committee Chair	Keep current logos on all merchandise	Continue	Continue	Continue	Continue
	<b>Strategy 2: Provide a high quality, user friendly web site.</b>							
<b>Image</b>	a	Make sure that all members and partners know about our web site.	President & Committee Chair	Provide information about our web site	Continue	Continue	Continue	Continue
<b>Image</b>	b	Keep web site updated for all functions & activities. Both service projects & fund raisers.	President & Committee Chair	Keep all information on the web site current.	Continue	Continue	Continue	Continue
<b>Image</b>	c				Continue	Continue	Continue	Continue
	<b>Strategy 3: Increase access to community resources.</b>							
<b>Image</b>	a	Involve local government officials & agencies.	Chair Person	Invite government officials as guest speakers	Continue	Continue	Continue	Continue
<b>Image</b>	b	Involve local personalities to meetings as guest speakers	Chair Person	Have them attend meetings and give presentations.	Continue	Continue	Continue	Continue
<b>Image</b>	c	Increase activity with our Satellite Meetings	Chair Person	Get the word out about our Satellite Meetings	Continue	Continue	Continue	Continue

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<b>Investment</b>	<b>GOAL: To ensure financial viability and responsible stewardship</b>							
	<b>Strategy 1: Have a system in place of checks &amp; balances for the Club's accounts.</b>							
<b>Investment</b>	a	Review monthly budget reports at each board meeting for both Projects & Administrative accounts	Treasurer	Continue to use our existing spread sheets for this purpose	Continue	Continue	Continue	Continue
<b>Investment</b>	b	Review and approve this report by all Officers & Board Members.	Officers & Board Members	Review and approve budget report and each board meeting.	Continue	Continue	Continue	Continue
<b>Investment</b>	c	Monitor Credit Card transactions.	Treasurer & Secretary	Monitor all credit card receipts and make sure they match report.	Continue	Continue	Continue	Continue
	<b>Strategy 2: Increase the club's profits on fund raisers.</b>							
<b>Investment</b>	a	Increase profits on our Jazz Fest annual fundraiser.	President & Committee Chairs	Increase production of beer, water & soft drink sales.	3	Continue	Continue	Continue
<b>Investment</b>	b	Increase profits on our annual Golf Tournament fundraiser.	President & Committee Chairs	Solicit more teams to play in the tournament.	Continue	Continue	Continue	Continue
<b>Investment</b>	c	Increase profits in our annual Turkey Fry Fundraiser	President & Committee Chairs	Increase the number of turkeys to be sold and reduce expenses.	Continue	Continue	Continue	Continue
	<b>Strategy 3:</b>							
<b>Investment</b>	a							
<b>Investment</b>	b							
<b>Investment</b>	c							



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