Our Vision for the Future:
The Strategic I-Plan of the
Louisiana-Mississippi-West Tennessee District of Kiwanis International

May, 2016

Kiwanis Motto: Serving the Children of the World

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

Our Vision: Our District will be the premier volunteer service organization committted to improving the lives of youth and adults.

Our Mission: We will enhance the quality of life in our communities through service.

Our Priorities and Goals:

Inspiration MEMBERSHIP & ENGAGEMENT

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

STRATEGY:

- Increase the membership within the LaMissTenn District
- Increase the membership diversity in our clubs
- Keep "Active and Alive" Kiwanis clubs
- Encourage leadership participation in all levels of the Kiwanis family
- Provide Service Leadership Program opportunities in every LaMissTenn community
- Provide a district-wide and consistent new member orientation program

Impact MEANINGFUL SERVICE

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

STRATEGY:

- District Service Project – Place Automated External Difibrillators in all schools in the district
- Support the KI Eliminate Project to eliminate maternal and neonatal tetatus Expand the use of the District Foundation for service opportunities

Image OUR KIWANIS IMAGE

GOAL: To enhance the Kiwanis image worldwide

STRATEGY:

- Ensure that Kiwanis branding guidelines are followed for all District and club communications
- Provide a high-quality digital newsletter
- Provide a user-friendly District web site
- Improve the use of International resources
- Improve the access and use of the media
- Increase the name recognition of Kiwanis through the clubs in the District
- Increase access to community resources

Investment FINANCIAL VIABILITY

GOAL: To ensure financial viability and responsible stewardship

STRATEGY:

- Maintain adequate financial resources through 100% dues collection of all members

Strategic I-Plan For Louisiana Mississippi West Tennessee District

Goal	Item	Description	Responsibility	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Inspiration	**GOAL To build, retain and support a growing Kiwanis membership network**							
	Strategy 1: To increase the membership within the Louisiana-Mississippi-West Tennessee District							
Inspiration	a	Designate the Formula Team as responsible for development and implementation of the district growth plan.	FORMULA Coordinator, Trustees, Lt. Gov.	Complete the Formula Team by recruiting and appointing New Club Openers and Club Counselors/Mentors in all divisions. Schedule a planning session to correspond with a meeting of the District Council.	Continue implementation of the Formula plan. Open at least four new clubs. Increase membership in at least two clubs with critical membership levels.	Open at least four new clubs. Increase membership in at least two clubs with critical membership levels.	Continue	Continue
Inspiration	b	Present a Formula session at the District Convention.	FORMULA Coordinator, Trustees, Lt. Gov.	Plan the session. Present session at Shreveport District Convention. Encourage clubs to utilize the Formula.	Present session.	Present session.	Present session	Present session.
Inspiration	c	Promote Kiwanis One Day to improve awareness of interrelatedness of K Family organizations.	Lt. Governors/Club Presidents	Determine how to best improve awareness. Begin implementation.	Continue implementation.			
Inspiration	d	Offer incentives to promote 2 year free membership to former SLP members.	Lt. Governors/Club Presidents	Determine incentives. Begin implementation.	Continue incentives.	Continue incentives	Continue incentives.	Continue incentives.
Inspiration	e	Encourage new types of clubs and the corporate club membership type.	FORMULA Coordinator, Trustees, Lt. Gov.	Communicate the need for satellite clubs and internet clubs (possibly as satellite clubs). Encourage the use of the corporate club membership type for businesses/industries.	Identify successful implementations use these as examples for other clubs.	Continue.		
Inspiration	**Strategy 2: Increase the membership diversity in our clubs.**							
Inspiration	a	Offer a training session on recruiting diversity at District Convention.	FORMULA Coordinator, Trustees, Lt. Gov.	Revise existing training materials. Offer session.	Offer session.	Offer session.		
	Strategy 3: Keep "Active and Alive" Kiwanis clubs.							
Inspiration	a	Continue sessions on recruiting and retention at District Convention.	KI representatives.	Continue.	Continue.	Continue.	Continue.	Continue.
Inspiration	b	Identify Best Practices of clubs who are growing and maintaining to stay "Active and Alive" with quality programs and service.	FORMULA Coordinator, Trustees, Lt. Gov.	Identify clubs and their best practices.	Communicate these best practices to other clubs in the district.	Continue communication.	Evaluate and identify additional best practices.	Communicate to clubs.

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Goal	Item	Description	Responsibility	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
Inspiration	c	The District will recognize clubs who have achieved the District benchmarks on member retention and growth.	District Board of Trustees	Identify benchmarks and communicate to clubs. Begin recognitions.	Continue recognitions.	Evaluate benchmarks and modify if necessary. Continue recognitions.	Continue recognitions.	Continue.

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Goal	Item	Description	Responsibility	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
	Strategy 4: To encourage leadership participation in all levels of the Kiwanis Family.							
Inspiration	a	Eliminate obstacles for leadership participation.	Trustee/Lt. Gov.	Identify reasons for poor participation by surveying clubs and through division councils.	Identify funding sources to provide incentives for participation and to offset costs of participation.	Determine solutions and begin implementation.	Continue implementation.	Continue.
Inspiration	b	Encourage better participation in leadership training programs.	Leadership Development Coordinator, Trustees, Lt. Gov.	Identify incentives which could make leadership training more attractive. Develop an implementation plan. Update training manual and materials.	Implement plan.	Continue.	Re-evaluate success of plan. Modify as necessary.	Implement changes.
Inspiration	**Strategy 5: Provide Service Leadership Program opportunities in every La.-Miss.-W.Tenn community.**							
Inspiration	a	Provide two Key Leader programs each year.	Key Leader Chairs for north and south	Continue the Key Leader North program. Identify a Key Leader chair for the south portion of the district.	Identify additional sponsors for participant fees, including clubs, businesses, foundations.	Continue.	Continue.	Continue.
Inspiration	b	Provide workshops, programs, training and education as needed.	Certified trainers and District SLP administrators	Continue leadership training programs and assess effectiveness. Schedule periodic workshops on parliamentary procedure, member recruiting, retention and involvement.	Modify materials as needed and continue programs and workshops.	Continue.	Continue.	Continue.
	Strategy 6: Provide a district-wide and consistent new member orientation program.							
Inspiration	a	Every club should appoint a Membership Chair.	FORMULA Coordinator/Lt. Gov./Membership Chairs	Provide incentives for appointing a Membership Chair. Assign new member orientation to Membership Chair.	Evaluate effectiveness. Modify responsibilities if needed.			
Inspiration	b	Encourage clubs to schedule orientation programs at least quarterly as the regular meeting programs.	FORMULA Coordinator/Lt. Gov./Membership Chairs	Provide sample orientation materials. Stress the importance of such programs.	Continue.	Continue.	Continue.	Continue.
Inspiration	c	Encourage the use of mentors for new members.	Lt. Governors/Club Presidents/Membership Chairs	Stress the importance of one-on-one orientation leading to better retention.	Evaluate effectiveness. Continue as needed.			

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Impact	**GOAL To perform meaningful service, with service to children as our priority**							
	Strategy 1: District Service Project--Place Automated External Defibrillators (AEDs) in all schools in the district.							
Impact	a	Publicize at regionals and mid-winter	Trustee/Lt. Gov../AED Coordinator	Progress update and brief reminder at all regionals and/or mid-winter conf.	Continue	Continue	Continue	Continue
Impact	b	Photo opportunities when placed	Club President	Whenever an AED is placed, photos should be made and sent to district newsletter editor.	Continue	Continue	Continue	Continue
	Strategy 2: Support the KI Eliminate Project to eliminate maternal and neonatal tetanus.							
Impact	a	Encourage clubs to make new commitments and encourage clubs to strive to honor their pledges.	Eliminate Coordinators at the district and division levels	Identify quality fundraising programs and encourage implementations in other clubs. Continue education about MNT.	Continue until funding is complete.	Continue.	Continue.	Complete the project.
	Strategy 3: Expand the use of the District Foundation for service opportunities.							
Impact	a	Increase club participation in the Annual Club Giving Campaign	Foundation Board/Lt. Gov.	Increase awareness of the Foundation mission and grant programs by making club presentations. Send reminders to clubs.	Increase coverage by 20%.	Increase coverage by 20%.	Increase coverage by 20%.	Increase coverage by 20%.
Impact	b	Increase individual awareness	Foundation Board	Present workshops at District Convention and at Mid-Winter Conf.	Continue	Continue	Continue	Continue
Impact	c	Serve as a flowthrough account for the District level service project	Foundation Board	Award grants to partially fund purchase of AEDs.	Continue	Continue	Continue	Continue
Impact	d	Develop a Club Advised Fund program so that the Foundation can serve as the fiscal agent for clubs to form a sub-fund foundation under the Foundation.	Foundation Board	Perform feasibility study	If deemed feasible, develop guidelines and policy statement; if not, remove this action item.	Implement policy.	Continue	Continue

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Image	**GOAL To enhance the Kiwanis image worldwide**							
	Strategy 1: Ensure that Kiwanis branding guidelines are followed for all District and club communications.							
Image	a	Provide links on the District web site to Kiwanis International branding guidelines.	District Webmaster	Determine appropriate location for links and implement.				
	Strategy 2: Provide a high-quality digital newsletter.							
Image	a	Maintain on staff a skilled newsletter editor for the District, either a volunteer or a paid staff member.	District administrative staff.	Determine best frequency for a digital newsletter. Appoint an editor if current editor cannot continue.				
Image	b	Encourage all district officers and committee chairs to submit timely articles to the newsletter editor.	Newsletter Editor/Trustees/Lt. Gov./Committee Chairs	Establish consistent deadlines and submission formats for articles. Send reminders for article submissions as needed.	Continue.	Continue.	Continue.	Continue.
	Strategy 3: Provide a user-friendly District web site to increase communication within the District.							
Image	a	Revise District web site as required to reflect needed changes.	District Webmaster/Board of Trustees/President of District Foundation	Review site at least monthly to delete outdated material and to add new material. Notify webmaster of any needed changes.	Continue.	Continue.	Continue.	Continue.
	Strategy 4: Improve the use of International resources.							
Image	a	Increase the awareness and the use of materials developed by Kiwanis International.	Leadership Development Coordinator, Trustees, Lt. Gov.	Include this in the training and education materials.	Continue.	Continue.	Continue.	Continue.
Image	b	Encourage the use of Branded products and supplies.	Leadership Development Coordinator, Trustees, Lt. Gov.	Include this in the training and education materials.	Continue.	Continue.	Continue.	Continue.
Image	c	Explain the use and importance of the International Foundation.	Leadership Development Coordinator, Trustees, Lt. Gov.	Include this in the training and education materials. Hold Kiwanis International Foundation workshop at each District Convention.	Continue.	Continue.	Continue.	Continue.

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	Strategy 5: Improve the access and use of the Media.							
Image	a	Encourage each club to appoint a Public Awareness Officer (PAO) or a Public Relations Officer (PR).	District Leadership	Communicate the need for a PAO or a PR officer and how it can help Kiwanis and the local club.	Repeat.			
Image	b	Encourage PA or PR officers to make use of the Kiwanis International train the trainer program. District will provide specific training for PA or PR officers.	District Leadership/ Leadership Development Coordinator	District leadership will develop and implement a PAO training program.	Training program will continue.	Continue.	Continue.	Continue.
Image	c	Encourage clubs to regularly provide the media with public service announcements and service stories, including those involving SLP's.	Leadership training staff.	Incorporate this in training materials for all club officers, including the PAO.	Training continues.	Continue.	Continue.	Continue.
	Strategy 6: Increase the name recognition of Kiwanis through the clubs within the District.							
Image	a	Emphasize and encourage the wearing of Kiwanis Branded logos, gear, pins, shirts, etc.	Club PAO or PR officer	PAO or PR officer should be provided with some sample Branded materials to use in encouraging club members to display similar Branded materials.				
Image	b	Display banners, signs, logos at all Kiwanis events and use Kiwanis banner and logo on all correspondence materials.	Club PAO or PR officer	Encourage clubs to purchase or create banners, signs and logos that be can used at Kiwanis events.				
	Strategy 7: Increase access to community resources.							
Image	a	Involve local government agencies and public officials.	Club Leadership	Invite local officials to attend meetings and to present programs.	Continue.	Continue.	Continue.	Continue.
Image	b	Develop community support for specialized programs.	Club Leadership	Get media to conduct interviews of program coordinators and to publish articles and announcements.	Continue.	Continue.	Continue.	Continue.

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Investment	**GOAL To ensure financial viability and responsible stewardship**							
	Strategy 1: Maintain adequate financial resources through 100% dues collection of all members.							
Investment	a	Collect 100% of dues from members and clubs.	Club President	Begin implementation.	Continue.	Continue.	Continue.	Continue.
Investment	b	Develop alternate revenue resources.	Trustees		Identify resources.	Implement.		