

Strategic I-Plan For Your Club Name Goes Here - Tactical Plan

| Goal | Item | Description | Responsibility | 2016-2017 | 2017-2018 | 2018-2019 | 2019-2020 | 2020-2021 |
|--|------|---|---|--|--|-----------|-----------|-----------|
| Inspiration | | | | | | | | |
| GOAL: To build, retain and support a growing Kiwanis membership network | | | | | | | | |
| Strategy 1: To increase the membership of Kiwanis Club of Germantown | | | | | | | | |
| Inspiration | a | Increase present membership by 6 | Membership Chairman Jerry LaChapelle | Form Sub Committee | Continue recruiting | Continue | Continue | Continue |
| Inspiration | b | Experiment with new Meeting times and venues | Membership Chairman Jerry LaChapelle | Search new venues and form search committee of younger members | Evaluate success and adjust | Continue | Continue | Continue |
| Inspiration | c | Establish Satellite Club | Membership Chairman and committee | Present to board of Directors and membership | Evaluate success and adjust | Continue | Continue | Continue |
| Strategy 2: Spread Footprint by building New Club | | | | | | | | |
| Inspiration | a | Sponsor New Club | Chairman Jim Walther | Plan sessions and location...Complete Arlington, TN | Continue planning and set date for Charter | Monitor | Continue | Continue |
| Inspiration | b | | | | | | | |
| Inspiration | c | | | | | | | |
| Strategy 3: Build bridge from SLPs to KI | | | | | | | | |
| Inspiration | a | Increase participation and sponsor involvement in our 5 Key Clubs | SLP Chairman and Membership Chairman | Encourage Key Club Participation in Kiwanis Club activities | Continue | Continue | Continue | Continue |

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Strategy 4:

| | | | | | | | | |
|--------------------|---|--|--|--|--|--|--|--|
| <i>Inspiration</i> | b | | | | | | | |
| <i>Inspiration</i> | c | | | | | | | |

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| <i>Inspiration</i> | a | | | | | | | |
| <i>Inspiration</i> | b | | | | | | | |
| <i>Inspiration</i> | c | | | | | | | |
| Strategy 5: | | | | | | | | |
| <i>Inspiration</i> | a | | | | | | | |
| <i>Inspiration</i> | b | | | | | | | |
| <i>Inspiration</i> | c | | | | | | | |
| Strategy 6: | | | | | | | | |

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| <i>Inspiration</i> | a | | | | | | | |
| <i>Inspiration</i> | b | | | | | | | |
| <i>Inspiration</i> | c | | | | | | | |

| Impact GOAL: To perform meaningful service, with service to children as our priority | | | | | | | | |
|---|---|---|--|---|---|----------|----------|----------|
| Strategy 1: Increase footprint in community and school system through existing public events and programs | | | | | | | | |
| <i>Impact</i> | a | Maintain existing signature projects...Annual Pancake day | PCD Chairman | Continue | Continue | Continue | Continue | Continue |
| <i>Impact</i> | b | Start new signature project Germantown's Got Talent Show | Kiwanis and Germantown Municipal Schools Board | Evaluate and monitor | Continue | Continue | Continue | Continue |
| <i>Impact</i> | c | | | | | | | |
| Strategy 2: Develop highly visible and significant community project | | | | | | | | |
| <i>Impact</i> | a | Upgrade Municipal Park Kiwanis Pavilion | Chairman Don Eye | New roof, paint, upgrade lighting and replace vegetation. | Add Cupola to structure with children theme weathervane | Monitor | Continue | Continue |
| <i>Impact</i> | b | | | | | | | |

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Strategy 4:

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| <i>Impact</i> | c | | | | | | | |
| Strategy 3: Increase influence Kiwanis in school system | | | | | | | | |
| <i>Impact</i> | | Maintain sponsorship of our 12 SLPs, 3 Terrific Kids, and 2 Aktion Clubs. | SLP chairmen | Continue | Continue | Continue | Continue | Continue |
| <i>Impact</i> | | Charter new K-Kids program in local Elementary School | K-Kids Advisor | Charter | Continue | Continue | Continue | Continue |
| <i>Impact</i> | | Continue with installation of AEDs | Community Services Chairman | Continue | Continue | Continue | Continue | Continue |
| | | Sponsor at least one student Key Leader | Board of Directors | Continue | Continue | Continue | Continue | Continue |

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| <i>Impact</i> | a | | | | | | | |
| <i>Impact</i> | b | | | | | | | |
| <i>Impact</i> | c | | | | | | | |
| Strategy 5: | | | | | | | | |
| <i>Impact</i> | a | | | | | | | |
| <i>Impact</i> | b | | | | | | | |
| <i>Impact</i> | c | | | | | | | |
| Strategy 6: | | | | | | | | |
| <i>Impact</i> | | | | | | | | |
| <i>Impact</i> | | | | | | | | |
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| Strategy 4: | | | | | | | | |

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| Image | To enhance the Kiwanis image in our community and worldwide | | | | | | | |
| Strategy 1: | | | | | | | | |
| Image | a | | | | | | | |
| Image | b | | | | | | | |
| Image | c | | | | | | | |
| Strategy 2: | | | | | | | | |
| Image | a | | | | | | | |
| Image | b | | | | | | | |
| Image | c | | | | | | | |
| Strategy 3: | | | | | | | | |
| Image | a | | | | | | | |
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| Strategy 4: | | | | | | | | |

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|--------------------|---|--|--|--|--|--|--|--|
| <i>Image</i> | | | | | | | | |
| <i>Image</i> | a | | | | | | | |
| <i>Image</i> | b | | | | | | | |
| <i>Image</i> | c | | | | | | | |
| Strategy 5: | | | | | | | | |
| <i>Image</i> | a | | | | | | | |
| <i>Image</i> | b | | | | | | | |
| <i>Image</i> | c | | | | | | | |
| Strategy 6: | | | | | | | | |
| <i>Image</i> | a | | | | | | | |
| <i>Image</i> | b | | | | | | | |

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| <i>Image</i> | c | | | | | | | |
| <i>Investment</i> | GOAL: To ensure financial viability and responsible stewardship | | | | | | | |
| | Strategy 1: Complete Obligation to Kiwanis District and International | | | | | | | |
| <i>Investment</i> | a | Continue to contribute to District Foundation at \$5/member | Treasurer | Continue | Continue | Continue | Continue | Continue |
| <i>Investment</i> | b | Continue to contribute to KI Foundation \$5/member | Treasurer | Continue | Continue | Continue | Continue | Continue |
| <i>Investment</i> | c | Complete obligation to Eliminate Fund. Donate additional funds when able | Board of Directors | Complete | | | | |
| | Strategy 2: Maintain excellent Stewardship of Club Funds | | | | | | | |
| <i>Investment</i> | a | Collect 100% of dues from members. | President and Treasurer | Continue | Continue | Continue | Continue | Continue |
| <i>Continue</i> | b | Keep highly qualified financial members on finance committee | President and Board of Directors | Continue | Continue | Continue | Continue | cONTINUE |
| <i>Investment</i> | c | | | | | | | |
| | Strategy 3: Increase sponsor and additional funding | | | | | | | |
| <i>Investment</i> | a | Create structure for gifting, endowment, wills, and community granting | Finance committee | Complete | Continue | Continue | Continue | Continue |
| <i>Investment</i> | b | Continue to build on present gifting in wills and donations from members. | Finance Committee | Continue | Continue | Continue | Continue | Continue |

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|-------------------|---|---|-------------------|---------------------------------|----------|----------|----------|----------|
| <i>Investment</i> | c | Form committee to research grants available to service organizations and special projects | Finance Committee | Form working group and evaluate | Continue | Continue | Continue | Continue |
|-------------------|---|---|-------------------|---------------------------------|----------|----------|----------|----------|

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|-------------------|--------------------|--|--|--|--|--|--|--|
| <i>Investment</i> | Strategy 4: | | | | | | | |
| <i>Investment</i> | a | | | | | | | |
| <i>Investment</i> | b | | | | | | | |
| <i>Investment</i> | c | | | | | | | |
| | Strategy 5: | | | | | | | |
| <i>Investment</i> | a | | | | | | | |
| <i>Investment</i> | b | | | | | | | |
| <i>Investment</i> | c | | | | | | | |
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| <i>Investment</i> | a | | | | | | | |
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