



Kiwaniis®

Strategic Plan



Club Planning Tool

Think of a strategic plan as an organization's road map. You can choose the roads you want to take, but the strategic plan ensures you reach your destination—**your goals**.

The Kiwanis I-Plan is designed for clubs to use as a path toward accomplishing common goals. The I-Plan model starts with creating a vision of where your club wishes to be in the future. The strategic plan's four priorities will help clubs thrive for years and become a positive force for good in the world.

To get started, select 5-6 people from your club who are committed to seeing your club thrive. Your planning committee needs to represent diversity in background, experience, age, gender, talents and views.

Then, follow this guide to create and implement your plan:

1. **Create the vision**
2. **Gather and analyze information**
3. **Develop your plan**
4. **Communicate the plan**
5. **Implement the plan**
6. **Measure results**
7. **Celebrate success**

1. Create the vision - Determine where your club wants to be in the future. Align your club's vision with the priorities of the Kiwanis International strategic plan.

Motto: Serving the children of the world.

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

Vision: Kiwanis will be a positive influence in communities worldwide...*So that one day all children will wake up in communities that believe in them, nurture them and provide the support they need to thrive.*

Vivid Description: Our **global network** includes a *dynamic family of clubs*, individual *supporters, alumni, donors, NGO partners and corporate sponsors*. Every **community** around the world has an opportunity to participate in or benefit from a Kiwanis experience. Based upon a **legacy of service**, this **global network** is dedicated to **building community** and *improving lives* by providing opportunities for *service, fellowship, leadership, and philanthropy* according to *local needs, cultures and member interests*.

Our club's vivid description:

(Instead of writing a vivid description, write descriptors you would like to hear, see and feel in five years.)

In five years the Gulfport Kiwanis Club would the following:

We would like to be a 100 ,Member Club again

We would like to devise a signature project other than our Pancake Day which is our annual fundraiser

We would like more recognition throughout the communit through service projects

We would like a more diverse ethnic group and age range

2. Gather and analyze information - By collecting information, the planning process becomes more effective. Utilize the Achieving Club Excellence (ACE) tools to assist with the collection and analysis of information. Collect information by:

- **Asking your members**
- **Surveying community leaders**
- **Collecting membership data and trends**
- **Assessing club projects and fund raising**
- **Measuring your club's visibility**

Next, use the data you've collected and your personal views to thoroughly respond to the following questions:

What is happening within your club that makes it strong?

Our club works well with the local school district and humanitarian agencies such as Red Cross, Feed My Sheep and Salvation Army.

What opportunities does your community offer that can help achieve your club's vision?

Our community offers many service opportunities that our club can participate in if we choose. Some things include Heart Walks, Cancer Walks, Feed the Needy efforts etc.

What are the weaknesses in your club that are barriers?

Our club membership is aging and 1/3 are not or fully able to participate in worthy causes due to health and other reasons.

What are the external factors that might hinder your club's efforts?

We have several service clubs that are vying for membership.

Finish analyzing all your information. As you plan, include the four key concepts of: Kiwanis community, SLPs as partners in service, Kiwanis network of service and your club's own signature project.

3. Develop your plan - It is time to begin designing your path. Take your shared vision, information, thoughts and observations and work through the planning pages to highlight your club's strategies and tactics for success.

Overall Priority	Strategies	How will you accomplish the strategy? List all the specific steps you'll take on the next page.
<p>Inspiration:</p> <p>MEMBERSHIP & ENGAGEMENT</p> <p>To build, retain and support a growing Kiwanis membership</p> 	KI: Increase membership. Club:	Reaching out to local corporations for Corporate Membership.
	KI: Open new clubs. Club:	
	KI: Develop leaders. Club:	New members are encouraged to get involved and become leaders.
	KI: Focus on service to invite new members, strengthen clubs and open clubs. Club:	Engage members in service activities both in schools and the community.
	KI: Build a strong network of local and global partners. Club:	Continue to work with local partners. Seek out new partnerships in the community.

To achieve the club's goals, each committee should create supportive SMART (specific, measurable, actionable, realistic and time bound) action items. Using the club's I-Plan, each committee can determine action steps, measurements, target dates and people responsible.

Committee <u>Membership</u>			
Strategy: <u>100 Member Club</u>			
Operational steps to accomplish the strategy			
What specifically will you do?	How will you measure it?	By what date?	Person Responsible?
Actively recruit members	KI Standards	ongoing	membership
New Member Orientation	Member Attendance	ongoing	Dennis Oliver or Designee
Corporate Memberships	# of New C. Members	ongoing	Bryan Caldwell-Reece Roberts
Set Recruitment Goals	Distinguished Club Criteria	October 2016	Reece Roberts-Membership Comm.
Roast/Draw Down	Guests-Potential Members	July 2018	Reece Roberts-Board of Directors

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<p>Impact:</p> <p>MEANINGFUL SERVICE</p> <p>To perform meaningful service, with service to children as our priority</p> 	<p>KI: Empower and support growth in our Service Leadership Programs. Club:</p>	<p>Increase interaction between SLP's and Kiwanis</p>
	<p>KI: Align relevant service with community needs. Club:</p>	<p>Maximize BUGS and Terrific Kids Programs</p>
	<p>KI: Encourage the development of a signature project in each club. Club:</p>	<p>Maximize K-Kids Programs</p>
	<p>KI: Encourage hands-on service projects. Club:</p>	<p>Perform Community Analysis</p>
		<p>Evaluate Current Service Programs, based on Analysis</p>
		<p>Explore Options for Signature Project</p>
		<p>Establish Signature Community Service Project</p>
		<p>Encourage Project at Board Meetings and with Membership</p>
		<p>Distribute Information in Regards to General Membership</p>
		<p>Encourage Participation</p>

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Committee <u>Human and Spiritual Values Committee</u>			
Strategy: <u>Establish a Strong Hold throughout the Entire Community</u>			
Operational steps to accomplish the strategy			
What specifically will you do?	How will you measure it?	By what date?	Person Responsible?
Participate in SLP Activities	Survey SLP's	September 2017	Board and SLP Chair
Brainstorm Signature Project	Community Survey	January 2018	Board of Directors
Recognize Non-Members	Feedback from the Community	August 2018	Human and Spiritual Values Chair

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<p>Image:</p> <p>OUR KIWANIS IMAGE</p> <p>To enhance the Kiwanis image in the community</p> 	KI: Increase name recognition in the community. Club:	Continue to Update Social Media Outlets
	KI: Increase knowledge of our mission, both internally and externally. Club:	Attend Training Sessions Both Local and Abroad Include the Kiwanis Mission on all Social Media Outlets
	KI: Unify all Kiwanis brands. Club:	Work Collectively with SLP's to ensure the Mission is Intact
	KI: Promote the Kiwanis vision and vivid description. Club:	
	KI: Promote signature projects. Club:	Brainstorm Projects Create an Action Plan for the Project Execute the Project

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Committee <u>Public Relations</u>			
Strategy: <u>Increase Visibility and Knowledge of Kiwanis</u>			
Operational steps to accomplish the strategy			
What specifically will you do?	How will you measure it?	By what date?	Person Responsible?
Continue to Update Social Media	Number of Followers	ongoing	Elizabeth Thomas
Talk the Talk	Community Members Knowledge	ongoing	All Membership
Plan and Execute Project	Community Reaction	September 2018	President and Board

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<p>Investment:</p> <p>FINANCIAL VIABILITY</p> <p>To ensure financial viability and responsible stewardship.</p> 	KI: Exercise proper stewardship of resources. Club:	Internal Auditing of the Treasury
	KI: Build a non-dues revenue base. Club:	
	KI: Simplify the organizational dues structure and process. Club:	
	KI: Develop financial education. Club:	
	KI: Build the Children's Fund. Club:	

4. Communicate the plan

The club board of directors approves the plan. Assign board members to oversee the specific areas of the plan.

Communicating the plan is critically important to keep everyone involved and focused.

- The first step to communicating your plan is to format it in a way that makes it easy to share.
- Design a one-page summary of the plan listing the major goals in each of the four areas of the I-Plan.
- Create a poster of this one-page summary to display at club and Board meetings.
- Hand off key areas of the plan to club committees. Instruct committee chair persons to list all action items needed to achieve club goals.

5. Implement the plan

Use the following guidelines to ensure that your club I-Plan is well executed:

- Assign committees or club members to be accountable for the results.
- Review or create job positions in your club with responsibilities to support the plan.
- Invest the necessary resources (money and manpower) to achieve results.
- Require regular updates from committees on status and progress toward goals.
- Regularly review progress at monthly board meetings.
- Keep the goals of the plan and milestone achievements visible.

If you want to go fast,
go alone.

If you want to go far,
go together.

~African Proverb

The Hand-off Checklist

(Current leaders to incoming leaders)

- ✓ Improve communication.
- ✓ Share lessons learned with new leader.
- ✓ Keep it simple.

Examples:

- Do you understand the priorities of the job/position?
- What concerns & ideas do you have?
- What do you need from me to be successful?
- What are the next steps you plan to accomplish?

6. Measure results

Mile markers are checkpoints of your progress toward your goals.

- Keep in mind that mile markers are not measures of activity, but preliminary achievements of your plan.
- For example: You want to increase membership in your club by 10 percent. Hosting a guest day at a club meeting is an activity.
- The mile marker to measure is how many attendees of the special guest day joined your club.



Sometimes plans do not get the desired results. If after evaluating your club's plan you find out that you are going nowhere or in the wrong direction, you will need to revisit your strategy or reconsider the mile markers. Maybe it was unrealistic to achieve a goal in the given time frame.

Communicate your evaluation results. An important part of the strategic plan process is communicating your lessons learned to others. Think who could benefit from what your team has learned through the process.

7. Celebrate success

Your club members have worked hard to make your club successful. Consider planning a formal or social event that is filled with fun, fellowship and recognition.

However, there's no need to wait to recognize a job well done. Recognition is most effective when it is frequent and immediate.

Recognize your community partners.

Many of the successes in your Kiwanis club are the result of the community relationships and partnerships your club has developed.

Without this support, the impact and scope of these projects would be diminished. Acknowledge your club's partners and sponsors to:

- Inspire others to become involved.
- Build community support for future initiatives.
- Offer opportunities to highlight community issues.
- Demonstrate that one person can be an effective agent for change.
- Make those engaged in service feel that they and their work is valued.
- Provide examples for the rest of the community.
- Gain media coverage for club and partners.

NOTES