

Strategic I-Plan for the Kiwanis Club of Southern Hills

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 in the Kiwanis Club of Southern Hills							
Inspiration	a	Hold a membership drive at a minimum of once a year.	President Membership Chairman	Identify individuals who may be potential members.	Identify a time frame and contact/visit potential members.	Continue.	Continue.	Continue.
Inspiration	b	Seek corporate memberships.	President Membership Chairman	Identify local businesses which may be willing to invest in Kiwanis.	Continue.	Continue.	Continue.	Continue.
Inspiration	c	Seek help from Formula Team to help with growth plan.	President Membership Chairman	Invite Formula Team to speak at meeting or help with membership drive.	Continue.	Continue.	Continue.	Continue.
	Strategy 2: To keep up the morale of our members through meetings, service projects and other club opportunities.							
Inspiration	a	Make meetings fun.	Program Chairmen	Monthly program chairman will offer a fun activity during meeting.	Continue.	Continue.	Continue.	Continue.
Inspiration	b	Choose service projects the majority of members value and enjoy.	Committee Chairmen	Use expanded club excellence format to identify these projects.	Continue.	Continue.	Continue.	Continue.
Inspiration	c	Hold socials just to fellowship with each other.	President Membership Chairman	Survey members for things they may enjoy.	Identify frequency. Take turns hosting.	Continue.	Continue.	Continue.
	Strategy 3: To keep up the morale of our members through Kiwanis International and LMWT District of Kiwanis events.							
Inspiration	a	Encourage members to attend Mid-Year Conference.	President Treasurer	Budget money to pay registration fee for all members attending.	Continue.	Continue.	Continue.	Continue.
Inspiration	b	Encourage members to attend LMWT District Convention.	President Secretary	Attend inspirational workshops offered at convention.	Continue.	Continue.	Continue.	Continue.
Inspiration	c	Encourage members to attend Kiwanis International Convention.	President Secretary	Be inspired by meeting people all over the world and hearing their stories.	Continue.	Continue.	Continue.	Continue.

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Strategy 4: To keep our members inspired through children.								
<i>Inspiration</i>	a	Continue to sponsor K-Kids and Builders Clubs in our area.	President Chairman of Youth Services	Budget funds to support our existing clubs.	Continue.	Continue.	Continue.	Continue.
<i>Inspiration</i>	b	Identify schools and other organizations interested in Kiwanis SLPs.	President Chairman of Youth Services	Find revenue sources to support new SLPs and Kiwanians to help.	Add new SLPs.	Continue.	Continue.	Continue.
<i>Inspiration</i>	c							
Strategy 5:								
<i>Inspiration</i>	a							
<i>Inspiration</i>	b							
<i>Inspiration</i>	c							
Strategy 6:								
<i>Inspiration</i>	a							
<i>Inspiration</i>	b							
<i>Inspiration</i>	c							

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Impact	GOAL: To perform meaningful service, with service to children as our priority							
	Strategy 1: Identify a signature service project.							
Impact	a	Work with other Division 9 clubs to find a project valuable to our area.	Chairman of Community Services	Confer with leaders in the field to find an area in which we can help.	Implement service project.	Evaluate project and make changes needed.	Reevaluate and improve.	Continue.
Impact	b	Make photographs when possible.	Club photographer	Send photos to club & district newsletter editors.	Continue.	Continue.	Continue.	Continue.
Impact	c	Prepare press releases or newspaper articles.	Club Secretary Newsletter Editor	Submit press releases or articles for publication or local reporting.	Continue.	Continue.	Continue.	Continue.
	Strategy 2: Make a difference in the lives of children.							
Impact	a	Continue to sponsor K-Kids and Builders Clubs in our area.	Chairman of Youth Services	Budget funds to support our existing clubs and find new opportunities.	Continue.	Continue.	Continue.	Continue.
Impact	b	Continue to sponsor existing TERRIFIC Kids and BUGS programs in our area.	Chairman of Youth Services	Budget funds to support our existing programs. Find new opportunities.	Continue.	Continue.	Continue.	Continue.
Impact	c	Nominate seniors for District and International scholarships.	Board of Directors	Identify deserving seniors and submit paperwork.	Continue.	Continue.	Continue.	Continue.
	Strategy 3: Support the KI Eliminate Project to eliminate maternal and neonatal tetanus.							
Impact		Complete our Model Club Pledge to the Eliminate Project.	Young Children Priority One Chairman	Continue to identify fundraising opportunities and solicit donations.	Continue until funding is complete.	Complete the project.	Raise additional funds if necessary.	Raise additional funds if necessary.
Impact								
Impact								

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Strategy 4: Participate in KiwanisOne Day each year.								
<i>Impact</i>	a	Identify a meaningful project to support on KiwanisOne Day.	Board of Directors	Participated in the Walk to End Alzheimers. Raised \$863.	Identify this year's project.	Continue.	Continue.	Continue.
<i>Impact</i>	b	Attempt to publicize participation.	Committee Chairman	Used "Kiwanis" in team name. Donations scrolled on website.	Evaluate this year's opportunities for recognition.	Continue.	Continue.	Continue.
<i>Impact</i>	c							
Strategy 5: Make an impact through assistance to Kiwanis foundations.								
<i>Impact</i>	a	Support the Kiwanis International Foundation.	Board of Directors	Participate in the Annual Club Giving Campaign.	Continue.	Continue.	Continue.	Continue.
<i>Impact</i>	b	Support the LMWT District of Kiwanis Foundation.	Board of Directors	Participate in the Annual Club Giving Campaign.	Continue.	Continue.	Continue.	Continue.
<i>Impact</i>	c	Encourage members to personally support the LMWT District Foundation.	Board of Directors Members	Support District raffles, Friend of the Foundation and other opportunities.	Continue.	Continue.	Continue.	Continue.
Strategy 6:								
<i>Impact</i>								
<i>Impact</i>								
<i>Impact</i>								

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Image	GOAL: To enhance the Kiwanis image in our community and worldwide							
	Strategy 1: Increase the name recognition of our club in Shreveport and surrounding areas.							
Image	a	Encourage members to wear Kiwanis branded logos, pins, and clothing.	Club President	Continue	Continue	Continue	Continue	Continue
Image	b	Display club banners at all Kiwanis events.	Club Secretary	Continue	Continue	Continue	Continue	Continue
Image	c	Use Kiwanis logo on all correspondence materials.	Club Secretary	Continue	Continue	Continue	Continue	Continue
	Strategy 2: Provide a high-quality digital newsletter.							
Image	a	Reestablish publication of a club newsletter.	Board of Directors	Identify a member willing to produce a digital newsletter.	Determine the best frequency for the club's newsletter.	Determine if editor can continue. If not select a new editor.	Continue	Continue
Image	b	Encourage members to submit articles for publication in newsletters.	Newsletter Editor	Set consistent deadlines, submission formats and send out reminders.	Continue	Continue	Continue	Continue
Image	c							
	Strategy 3: Improve the access and use of the media.							
Image	a	Take advantage of free publication in local newspaper's calendar.	PR Committee	Provide local newspapers with list of club's programs monthly.	Continue	Continue	Continue	Continue
Image	b	Work to have club news broadcast in all available media sources.	PR Committee	Submit PSAs, service stories and other items of interest to local media.	Continue	Continue	Continue	Continue
Image	c	Advertise all fundraising opportunities.	PR Committee	Advertise club fundraisers through all affordable sites.	Continue	Continue	Continue	Continue

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Strategy 4: Provide a user-friendly club web site to promote the club.								
<i>Image</i>	a	Continue use of the Kiwanis Club of Southern Hills website.	Webmaster President Other Members	Update the club website on a regular basis to keep information current.	Ensure webmaster can continue. If not, appoint another webmaster.	Continue	Continue	Continue
<i>Image</i>	b							
<i>Image</i>	c							
Strategy 5: Increase access to community resources.								
<i>Image</i>	a	Involve local government agencies and public officials.	Program Chairmen	Invite officials to attend meetings and present programs.	Continue	Continue	Continue	Continue
<i>Image</i>	b	Involve local media personalities.	Program Chairmen	Invite media personalities to attend meetings and present programs.	Continue	Continue	Continue	Continue
<i>Image</i>	c	Involve other non-profit organizations.	Program Chairmen	Invite officers to attend meetings and present programs.	Identify possible partnership opportunities.	Continue	Continue	Continue
Strategy 6:								
<i>Image</i>	a							
<i>Image</i>	b							
<i>Image</i>	c							

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Investment	GOAL: To ensure financial viability and responsible stewardship							
	Strategy 1: Create a system of checks and balances for the Club's accounts							
Investment	a	Have monthly reports presented to the club about the activities of the Administrative & Service Accounts.	Treasurer	Use template created to present Club Account activities.	Continue	Continue	Continue	Continue
Investment	b	Have Club's Accounts audited by a club member other than the Treasurer every X years	Club member other than Treasurer					
Investment	c							
	Strategy 2: Expand the club's non-dues revenue base.							
Investment	a	Increase the profits from current fundraisers.	General Club Members	Encourage more participation in current fundraisers	Continue	Continue	Continue	Continue
Investment	b	Develop new fundraisers.	General Club Members	Brainstorm New Fundraising Ideas	Continue	Continue	Continue	Continue
Investment	c	Review current fundraisers to determine if they are still profitable.	Fundraising Committee	Analyze current fundraisers	Continue	Continue	Continue	Continue
	Strategy 3: Ensure Club's Financial Stability							
Investment	a	Consolidate amounts of outstanding dues	Treasurer	Review list of members with outstanding dues and set up plans with each of those members	Continue	Continue	Continue	Continue
Investment	b	Review club's budget yearly	Treasurer and Budget Committee	Hold Budget meeting annually to create a balanced budget	Continue	Continue	Continue	Continue
Investment	c							

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Strategy 4: Develop workshop about club finances								
<i>Investment</i>	a	Teach club members about the Service and Administrative accounts	Treasurer and President	Hold a Kiwanis Education meeting about the Financial Accounts	Continue	Continue	Continue	Continue
<i>Investment</i>	b	Teach members about the different parts of the Club's budget	Treasurer and President	Hold a Kiwanis Education meeting about the Club budget	Continue	Continue	Continue	Continue
<i>Investment</i>	c							
Strategy 5: Support the Kiwanis International Children's Fund								
<i>Investment</i>	a	Support the "today" arm of the Fund by donating to the Annual Club Gift Campaign	General Club Members	Donate to the District and International Annual Club Gift Campaigns	Continue	Continue	Continue	Continue
<i>Investment</i>	b	Support the "tomorrow" arm of the Fund by donating to the Eliminate Project	General Club Members	Work towards completing the Club's Pledge to EliMiNaTe	Continue until pledge is filled	Continue	Continue	Continue
<i>Investment</i>	c							
Strategy 6:								
<i>Investment</i>	a							
<i>Investment</i>	b							
<i>Investment</i>	c							