

Minnesota-Dakotas Kiwanis District I-Plan

MINNESOTA DAKOTAS STRATEGIC PLANNING DOCUMENT FOR 2018-2020

NOTE: In terms of responsibility, the Governor and district board is accountable for every goal listed in this strategic plan along with those listed under each goal. There is no priority order intended for these goals. All are important for the future success of the district.

Inspiration: Membership and Engagement

STRATEGY 1: MEMBERSHIP GROWTH

The district membership total will be a minimum of 4000 members by October 1, 2020.

ACTION ITEMS: New club building and club revitalization are both essential elements to membership growth. Lt. Governors, Club Coaches, and Club Openers must all participate in online tutorials pertaining to opening new clubs and strengthening existing ones. Multiple prospective new club site researchers need to be identified and trained in each Division. There must be a concerted effort toward making club service the centerpiece of clubs and to make that service relevant and meaningful. Clubs need to utilize Achieving Club Excellence (ACE) tools to build on club strengths, identify opportunities for improvement, and to reinvigorate clubs that need it. Improved Kiwanis education of club officers and members through Club Leadership Education (CLE) is essential to membership growth. Opportunities to complete CLE will be available in both Face to face and online formats. Clubs below charter strength will be identified and assistance will be given regarding membership growth.

In 2013, Kiwanis International launched a five-year member-led campaign designed to build a leadership structure to increase the number of Kiwanis clubs and members. This campaign, entitled The Formula, ("Love it-Share it-Live it") is to develop the organizational knowledge and skills to give current and future Kiwanians support to make membership growth a priority. The main concept of The Formula is to promote enthusiasm and pride in Kiwanians and their clubs whereby they share it with prospective members. Although the Formula formally ends in 2018, the concepts that have made the program successful will continue throughout the District into the future.

- As of February 2018, seventeen percent (or 24 clubs) of clubs in the District are below charter strength (15 members).
- Clubs under charter strength will be offered support and counseling to strengthen their membership through the Lt. Governors and the Formula team members.
- All clubs will have an active membership chairperson and develop plans for an annual membership drive to replace lost members and to retain and gain members.
- The District Governor, in consultation with the Lt. Governor and Formula teams, will determine the number and location of new clubs the District can successfully open each year.
- Success of these new clubs will be strengthened by active and continued mentoring during the first few years of operation. Mentoring should be the responsibility of the

sponsoring club, along with the Lt. Governor and Formula teams, Past District Officers Association and others.

- A formal, new member mentor program will be created for use throughout the District.
- The District Formula Chair will develop a program of awards and recognition to acknowledge clubs and Kiwanians who achieve specific bench-marks.

ASSESSMENT: District benchmarks for membership growth are achieved each year:

The goals for membership in the next two years are:

2017-2018: 3,797 members (actual)

2018-2019: 3,798 members

2019-2020: 4,000 members

The Goal for new clubs for 2017-2018 is 10 new clubs

RESPONSIBLE ENTITY: District Governor, the Executive Board, District Formula Chair, Formula Team and Lt. Governor Teams.

STRATEGY 2: IMPROVED KIWANIS EDUCATION

Improve Kiwanis Education for district officers/administrators/ directors, club officers and members of Kiwanis clubs. By October 1, 2018, the district will have 100% of club presidents and secretaries complete Club Leadership Education (CLE). Presidents can choose to do the CLE either through a face-to-face or online format. Secretaries must complete the online training.

ACTION ITEMS:

- All Clubs will utilize the Achieving Club Excellence (ACE) tools annually to build on strengths and to identify opportunities for growth.
- Improve electronic education in the district and make education a top priority at the District convention and Division conferences.
- All Clubs will implement a new member orientation program.
- All Clubs will be represented at the District Convention.
- Promote Kiwanis education videos for club meeting programs.
- Increase the number of quality instructors for CLE so more sessions can be offered near clubs.
- Distribute an education booklet to help district and club leaders.
- Emphasize the importance of education and offer incentives for officers/clubs who attend CLE.
- Leadership seminars held to teach leadership skills.

ASSESSMENT: By October 1, 2018 the district will have 100% of club presidents and secretaries complete Club Leadership Education (CLE)

RESPONSIBLE ENTITY: Director of Education/ Education Committee and CLE/ACE instructors

STRATEGY 3: IMPROVE THE DISTRICT CONVENTION AND DIVISION CONFERENCES

District Convention and Division Conferences will be improved to assure a quality member experience. Attendance at district convention will increase or remain steady each year.

ACTION ITEMS: Develop a plan to build attendance at all events through a more vibrant and interesting event by starting with the member in mind. Form a convention committee that aids the convention director in the planning and implementing of the district convention.

- Develop all events at the district convention from the perspective of the member attending, not the officer perspective. The goal is a high quality experience for attendees. Consider using some funds from the district surplus fund as necessary.
- Provide incentives for clubs who send groups of members to the convention. For example, clubs that register three or more members receive discounted registration.
- A Survey will be utilized annually to seek input from members regarding the District Convention format and content.
- The Division Education Conference and Governor’s Visit must be designed to stress the importance of the meeting to clubs and include the sharing of ideas and education.
- Each of the Division conferences should serve to develop new leaders, elect a new Lt. Governor, and encourage fellowship and Kiwanis education for Division members.
- Divisions should strongly consider building a membership drive component into the event by including prospective members.
- An important part of Lt. Governor Education should be a quality template for Division conferences, which includes timeline, invitations, organizational issues, silent auction possibilities, etc.

ASSESSMENT: Convention committee develops and uses each year a checklist and evaluation for the convention along with comments from those attending.

2017 196 (actual)

2018 197

2019 200

RESPONSIBLE ENTITY: District Convention Director, District Convention Committee, Lt. Governor team, District Secretary

STRATEGY 4: DISTRICT STRUCTURE REVIEW

Annually consider creative approaches to the structure of the Lt. Governor teams and Division officers. Work to improve leadership development for district positions including accountability of the Lt. Governor positions (i.e. reports must be completed before reimbursement given by district). Develop detailed guidelines for Division conferences using best practices around the district. Improve caucuses at District convention through better education and preparation.

Annually review the current budget formulas used for the Lt. Governor teams and Division work and make changes as necessary.

ACTION ITEMS: Conduct a continual analysis and review of district structure at annual strategic planning session. Hold an annual strategic planning session. It is suggested this meeting take place just prior to the summer district convention to save travel costs. Consider the addition of Governor Assistants throughout the District to assist Lt. Governors in their duties.

ASSESSMENT: An annual review will be completed prior to the annual strategic planning meeting. This review will research spending patterns of Divisions and Lt. Governor teams, the activity of Lt. Governor teams, best practices within each Division, and other information that may be germane to improving the structure of the district. The Strategic Planning Committee will include the executive committee of the district plus the district directors. Others can be invited at the discretion of the current governor. Any changes to the district structure would be voted on by the District Board and/or at the House of Delegates at the district convention.

RESPONSIBLE ENTITY: Strategic Planning Committee

Impact: Meaningful Service

STRATEGY 5: SERVICE LEADERSHIP PROGRAM (SLP) AND GROWTH AND SUPPORT OF SLPs

The district will have 70% of all clubs sponsor one SLP by October 1, 2018 and assist and educate clubs regarding their responsibilities of sponsorship. Collaborative service between Clubs and SLPs will be promoted.

ACTION ITEMS:

- Improved SLP advisor education.
- Educate clubs about SLPs.
- Emphasis at district and Division conferences with workshops.
- Emphasis at CLE and ACE workshops.
- Improved “best practices” materials for clubs and on district website,
- Testimonials on the district website of SLPs successes.
- Strategic approach to aiding clubs including district administrators of SLPs and district officers.
- District works on improved tracking by district and incentives presented by the Lt. Governor team for clubs building SLPs.

ASSESSMENT: District benchmarks for SLPs in clubs achieved each year:

Baseline is approximately 50% of district clubs support one or more SLPs on October 1, 2017.

Number of SLPs at year end	2016- 2017	2017-2018
Circle K clubs	8	Add 1
Key clubs	68	Add 2

Builder clubs	22	Add 5
K Kids clubs	17	Add 5
Aktion clubs	16	Add 1 Number of Clubs sponsoring at least
one SLP	2016-2017	69

Goal is to increase by 4 new clubs sponsoring SLPs each year.

RESPONSIBLE ENTITY: Administration Director/SLP Liaison, SLP Administrators, Education Director, Governor/district board.

STRATEGY 6: SERVICE GROWTH

All clubs will develop or maintain a signature service project. A signature service project has the following attributes:

- Recurring: At a minimum, the project should take place annually.
- Brand enhancing: The project should be designed to elevate the Kiwanis brand in the local community with opportunities for public relations activities, such as Kiwanis naming rights, media mentions, etc.
- High impact: The project should have a demonstrable positive impact on the community; this impact should be measurable in monies raised, children served, flags hung, playgrounds built, etc.

The District will assist in promoting club service and will share service related ideas with clubs.

ACTION ITEMS:

- The District Convention will contain numerous sessions related to educating members on new service ideas and projects.
- Club reports will be updated regarding service projects and related service hours.
- Incentives for clubs to do meaningful service such as matching service grants from district for clubs.
- Make information available to clubs for “best practices” in service projects shared by Division teams at District convention and Division conferences and in district newsletter and website.
- Promote the Southern Minnesota Initiative Foundation (SMIF) headquartered in Owatonna, MN.
- Promote the Oasis book project along with ongoing evaluation.
- Promote service pertaining to human trafficking awareness.
- Promote projects that educate the public on the importance of oral hygiene.
- Continue the diaper donation project at the District Convention.

ASSESSMENT:

- The Lt. Governor teams make baseline assessments of service of clubs each year. Compare this baseline with reports of clubs each year. Achieve growth in membership service hours for clubs, Divisions and district.

RESPONSIBLE ENTITY: Service Director, District Convention Director, District Youth Protection Manager

Image: Our Kiwanis Image

STRATEGY 7: IMPROVED COMMUNICATION WITHIN DISTRICT, DIVISIONS AND CLUBS

- The district website and Minnekotan is the main communication tool for the district/clubs/members.
- Online district convention registration will continue to be an option along with credit payment.
- All aspects of Kiwanis communication between the district and Divisions, Divisions and clubs, and clubs and members will be improved.
- Lt. Governors will visit each club and maintain communications with each club on an ongoing basis.
- Every club will have a Public Relations coordinator.
- Ensure that all clubs are utilizing properly branded Kiwanis materials.
- Every club will participate in formal risk management and youth protection training,

ACTION ITEMS:

- Encourage district directors, SLP administrators, and Lt. Governors to write articles for the Minnekotan.
- Encourage clubs to submit articles on service projects and other events of interest to the district.
- Work to have emails for ALL district members who have email.
- Develop a best practice area on website for service projects.
- Start an archived “frequently asked questions” area on the district website.
- Continue to have ALL members of the district receive the Minnekotan reminder as each issue comes out electronically.

ASSESSMENT:

- Review of the Minnekotan by the strategic planning committee with the focus on number and quality of articles on website and Minnekotan and other improvements as listed in strategy above.
- Ensure all members can access to the Minnekotan.
- Work for increased use of the district website and have more of the members reading the Minnekotan.

RESPONSIBLE ENTITY: District Public Relations Coordinator, District Secretary, District Partnership Coordinator, Lt. Governor team.

Investment: Financial Viability

STRATEGY 8: SUPPORT THE MINNESOTA DAKOTAS KIWANIS EDUCATIONAL FOUNDATION, THE KIWANIS CHILDREN'S FUND, THE ELIMINATE CAMPAIGN, AND THE DISTRICT OUTREACH FUND.

Donations from Clubs and individuals to Kiwanis Education Foundation and the Kiwanis Children's Fund are an important part of being a Kiwanis member. Although there are expectations for clubs and individual members, but not requirements, there is often confusion about each of these possible areas. A goal of the district is to improve education concerning making donations to clubs and individual members continuing to encourage members to see these donations as part of the Kiwanis experience and service to others.

All ELIMINATE pledges must be fulfilled. Minn-DAK does have set goals. They are as follows:

- Donations of \$1.7 million by end of campaign in 2017.
- Ninety percent of all clubs have contributed to the Eliminate project as of 2017. As of Dec. 2017: 130 of the 143 Kiwanis Clubs have made contributions (90.9%).
- One club in district donates \$100,000 (Fargo Club)
- A total of 31 clubs are model clubs with donations of \$750 average per member
- Donations of 400 Zeller Fellowships (\$1250 for a Zeller Fellowship). As of 1-2017 there were 365 Zeller recipients.
- Increase membership through ELIMINATE CAMPAIGN of 100 members.

The goal for contributions to the Kiwanis Children's Fund is \$10 per member.

The goal for contributions to the Minnesota Dakotas Kiwanis Educational Foundation is \$100 per club.

Every club will give to the Outreach Fund.

ACTION ITEMS: Education is a key to clubs and members of clubs understanding why they should donate to various Kiwanis causes and what these various causes are. The Lt. Governors will notify all clubs regarding the areas for donations. To this end, all Lt. Governors need to understand completely these various areas for donations and include explanations (with a handout piece) when visiting clubs. There will be articles and testimonials on the district website and through the Minnekotan.

ASSESSMENT: Do polling of clubs concerning their level of understanding of these various donation areas.

RESPONSIBLE ENTITY: District Finance and Fundraising Chair, District Chair of Kiwanis International Foundation, President/Board of the Kiwanis Education Foundation, District Coordinator for the Kiwanis International Eliminate Project

Minnesota-Dakotas Strategic Planning Committee:

Governor

Governor-Elect

Immediate Past Governor

Membership/Growth Director

Service Director

Education Director

Administration Director

District Secretary/Treasurer

District Convention Director