



Missouri-Arkansas District

August 12, 2016

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 district's vivid description:

Missouri-Arkansas Kiwanis is a recognized service organization known for the service we provide to the children and youth in our communities. Missouri-Arkansas Kiwanis clubs improve the lives of children and youth and the communities in which they live in Missouri-Arkansas and beyond through service, fellowship, leadership, and philanthropy. Missouri-Arkansas Kiwanis continues to grow its existing clubs and to spread to new communities.

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For external, think Political, Economic, Environmental, Societal, Technological, Demographic, Legal

Strengths (Internal)	Opportunities (external)
<p>District financially sound Leadership cooperation Past leadership strong support Leadership development Strong Key Leader Program Program passion for SLPs</p>	<p>Unlimited potential sites New SLPs SLP membership longevity to Kiwanis family (We need a smoother transition plan) Public relations: Toot horn more, get word out through media Focus training Millennial generation</p>
Weaknesses (internal)	Threats (external)
<p>Declining membership Geographic issues District Foundation efficiency and relevance Club Leadership Image marketing CLE poor and not attended Lack of purpose at club level Weak CKI Program Aging membership Burn Out Leadership vacuum No Lt. Governors in some divisions Clubs having problems filling officer positions</p>	<p>Economy Geographic differences Kiwanis International Politics on local, international, world level Terrorism Quickly changing technologies</p>

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Priority #1: Inspiration-Membership and Engagement

District Goal: To build, retain, and support a growing Kiwanis membership network and increase membership by net 10% (5350) over the next five years.

Strategies and Tactics	Metrics
<p>Strategy 1. Grow traditional membership in existing clubs. (Governor, Formula Chair, District Secretary, Trustees, Lt. Governors, Club Counselors, Club Officers)</p> <p>Tactics:</p> <ol style="list-style-type: none"> Complete the identification of two active club counselors per division. Further educate counselors and define expectations. Provide professional training for Lt. Governors & club officers. Form teams with Lt. Governors & club counselors to coach clubs. Approach 2 clubs per division for counseling, priority on clubs under 15 members. Develop action plans for clubs being coached/counseled. Identify "key person" in each club as a go-to person for problem solving. Due to annual turnover of officers, key person would provide a consistent contact. <p>Strategy 2. Open new clubs with a service focus. (Governor, Formula Chair, Trustees, Lt. Governors, Club Openers)</p> <p>Tactics</p> <ol style="list-style-type: none"> Identify and train 5 new club openers annually. Open ten new clubs per year, with a minimum of 20 charter members each. Establish first service project as part of the club opening process. Provide 2 seed club members for 2 years to support the club. Provide new club counseling for a minimum of two years. 	<p>1/2 existing clubs will grow by 1 net new member annually 2016-21.</p> <p>Number of club counselors per division identified on The Formula Tracker by March 31 annually 2016--21.</p> <p>Number of clubs with "key persons" identified annually by September 30, 2016-21.</p> <p>Number of clubs identified as being counseled on The Formula Tracker by September 30, annually 2016-21</p> <p>Number of clubs relinquishing charters, tracked annually 2016-21.</p> <p>Number of club openers identified on The Formula Tracker by March 31 annually 2016-21.</p> <p>Number of new clubs shown in the Formula Tracker by September 30 annually 2016-21.</p>

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<p>Strategy 3. Bring former Key Club and Circle K members into Kiwanis. (Governor, District Secretary, Formula Chair, Trustees, Lt. Governors, Club Counselors)</p> <p>Tactics:</p> <ul style="list-style-type: none"> a. Invite graduating Key Club and Circle K members to join a Mo-Ark Alumni Association. b. Maintain contact with the members of the Alumni Association, and educate them about joining Kiwanis clubs. <p>Strategy 4. Encourage inclusiveness and diversity within each club. (Governor, Trustees, Lt. Governors, Club Counselors, Master Instructors, CLE Trainers)</p> <p>Tactics:</p> <ul style="list-style-type: none"> a. DCON forums to define (age, gender, race, profession, etc.) and educate clubs on diversity. b. Identify pilot clubs from attendees. c. Encourage diversity and inclusiveness at CLE and Lt. Governor training. d. Pilot clubs conduct annual Membership Satisfaction Surveys. <p>Strategy 5. Increase the value of the member experience. (Governor, Trustees, Lt. Governors, Club Counselors, Club Officers)</p> <p>Tactics:</p> <ul style="list-style-type: none"> a. Increase hands-on service projects relevant to community needs. b. Conduct community analysis to identify community needs. c. Find a focus service project for each division or region. d. Conduct annual Membership Satisfaction surveys. 	<p>Number of former Key Club and Circle K members added annually, 2016-21.</p> <p>Track diversity of membership of pilot clubs by September 30 annually 2016-21.</p> <p>Compare scores and comments on pilot clubs' Membership Satisfaction Surveys annually 2016-21.</p> <p>Compare scores and comments on service from Membership Satisfaction Surveys annually 2016-21.</p>
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Priority #2: Impact--Meaningful Service

District Goal: To increase each member's meaningful, hands-on service to 100+ hours annually by 2021, with service to children as our priority.

Strategies and Tactics	Metrics
<p>Strategy 1. Establish consistent district-wide service expectations (Governor, District Secretary, Trustees, Lieutenant Governors)</p> <p>Tactics:</p> <ul style="list-style-type: none"> a. Include expectation of at least one focus project and one signature project on an on-going basis. b. Communicate district-wide expectations on service through <ul style="list-style-type: none"> i. Governor visits & <i>Kiwanigram</i> column, LTG & trustee communications & visits ii. District website, district publications, Constant Contact. c. Provide education and ideas for service projects. <ul style="list-style-type: none"> i. Education sessions at DCON, regional, and division meetings. ii. Club Leadership Education. 	<p>Use PortalBuzz to compare number of signature projects and number of service hours annually 2016-21.</p>
<p>Strategy 2. Empower and support growth in Mo-Ark Service Leadership Programs (SLP), Key Leader, and YCPO (Governor, District Secretary, Trustees, Lt. Governors, District Service Leadership and Key Leader Administrators, Club Officers)</p> <p>Tactics:</p> <ul style="list-style-type: none"> a. Expect each club to sponsor two or more SLPs by the end of 2016, and annually thereafter. b. Expect clubs that already sponsor two or more SLPs to add others. c. Maintain Missouri & Arkansas Key Leader events at 60 students each. 	<p>Use PortalBuzz to track number of clubs sponsoring 2+ SLPs and early childhood projects by September 30, 2016-21.</p> <p>Track the number of Key Leader attendees annually through Key Leader District Administrator records, 2016-21.</p>

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<p>d. Provide DCON forums, regional, division, and club training on SLPs and Key Leader.</p> <p>e. Governor appoint Task Force on Early Childhood to identify existing successful early childhood projects, develop new ones, and disseminate them.</p> <p>Strategy 3. Align relevant service with community needs. (Governor, Trustees, Lt. Governors, Club Officers, Club Service Committees)</p> <p>Tactics:</p> <p>a. Administer "Analyzing Your Impact" and other Achieving Club Excellence tools.</p> <p>b. Analyze results to determine which projects are "dead" projects and to identify new relevant high-impact, low cost projects.</p> <p>Strategy 4. Increase partnerships with local entities. (Lt. Governors, Club Officers, Club Service Committees)</p> <p>Tactics:</p> <p>a. Complete "Developing Community Partnerships" from Achieving Club Excellence tools.</p> <p>b. Consider organizations such as: Boy Scouts of America, Girl Scouts of America, Parks & Recreation, Red Cross, Boys and Girls Clubs, Dictionary Project, etc. for more service opportunities.</p> <p>Strategy 5. Support clubs in completing club I-Plans by October 2017 (Governor, District Secretary, Trustees, Lt. Governors, Strategic Plan Chair, Club Officers)</p> <p>Tactics: Provide DCON, regional, divisional, and club training and support on developing a club I-Plan.</p>	<p>Use PortalBuzz to track the number of early childhood projects annually 2016-21. (See above.)</p> <p>Compare scores and comments on service Analyzing Your Impact Surveys annually 2016-21.</p> <p>Use PortalBuzz to compare number of local partnerships annually 2016-21.</p> <p>Number of club I-Plans submitted.</p> <p><i>Note: District questions added on PortalBuzz through district secretary.</i></p>
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Priority #3: Image-Our Kiwanis Image

District Goal: To enhance the Kiwanis image throughout the District.

Strategies and Tactics	Metrics
<p>Strategy 1. Educate and empower members with the tools they need to share their Kiwanis stories. (Governor, Trustees, District secretary, Lt. Governors, District & Club PR Chairs)</p> <p>Tactics:</p> <p>a. Identify PR Chair (communication expert) in District, with the following responsibilities</p> <ul style="list-style-type: none"> i. Follow up on PR club chair appointments; provide club chair education. ii. Include all media: print, social media (Facebook, Twitter, Instagram, Snapchat, LinkedIn, etc.), radio, tv. iii. Highlight "on fire" clubs. iv. Analyze use of branding from top down, for consistency and recognition. <ul style="list-style-type: none"> (a) Include print, media, jewelry, banners, clothing. (b) Refer to KI Communications Department for clarification as needed. <p>b. Educate members on branding, informational materials, and presentation (Master trainer, CLE trainers, PR chair)</p> <ul style="list-style-type: none"> i. Sessions at DCON, conferences, division meetings and club meetings. ii. Provide branding guide on district website. iii. Refer all vendors to the branding guide. iv. Include PR education in CLE training. <p>c. Monitor compliance of branding (District & club PR chairs)</p>	<p>Number of PR chairs identified through PortalBuzz, annually through 2021.</p> <p>Number of club PR chairs trained, annually 2016-2021.</p> <p>Number of clubs highlighted in <i>Kiwanigram</i> and at conventions annually 2016-21.</p> <p>Number of "hits" in social media annually 2016-21.</p> <p>PR Chair reports on these metrics at District Council meetings semiannually.</p> <p>Number of people trained annually 2016- 2021.</p> <p>Number of press releases published & number of Facebook posts reported by clubs through question on PortalBuzz annually 2016-21.</p> <p>Number of clubs with websites or Facebook pages identified on PortalBuzz annually through 2021.</p> <p>Number of clubs using brand correctly through observation and communication annually 2016-21.</p>

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<p>d. Use of media (District & club PR chairs)</p> <ul style="list-style-type: none"> i. Build positive media relationships. ii. Spread knowledge of our mission in all releases. iii. Spread the word of Kiwanis' mission and the service of individual club to the community. iv. Expedite all media releases in a timely and professional manner. <p>e. Improve & maintain the district website & Facebook page. (District webmaster)</p> <p>Strategy 2. Each Division or Club will promote a signature project. project by 2021. (District & club PR chairs)</p>	<p>Number of press releases published & number of Facebook posts reported by clubs through question on PortalBuzz annually through 2021.</p> <p>Number of hits on district website & Facebook page, annually 2016-2021.</p> <p>Number of posts on Facebook page, annually 2016-2021.</p> <p>Number of requests to add information to district website annually, annually 2016-2021.</p> <p>Amount of publicity regarding signature projects reported by clubs through question on PortalBuzz annually through 2021.</p> <p><i>Note: District questions added on PortalBuzz through district secretary.</i></p>
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Priority #4: Investment-Financial Viability

District Goal: To ensure financial viability and responsible stewardship of district and club assets on an ongoing basis.

Strategies and Tactics

Metrics

Strategy 1. Exercise proper stewardship of resources. (District Board, District Secretary, District Treasurer, Finance Committee, District Foundation Board, The Eliminate Project Advocate)

Tactics:

- a. Maintain financial stability of all District and Foundation accounts, at all times.
- b. Appoint a finance committee to prepare the budget for the board.
- c. Conduct budget workshop for the board to explain and clarify the budget for board before budget approval.
- d. District and club accounts have an annual audit.
- e. Maintain a District Foundation for each club in the District to have access for 501(c)3 funds donations.
- f. Analyze District Foundation for efficiency and relevance in order to obtain charitable donations.
- g. Encourage clubs to give to KI Foundation and to district foundations (Earl Collins and Beatrice Johnson Youth Kamp).
- h. Analyze dues structure of district/clubs.
- i. Encourage clubs to exercise proper stewardship of human resources, time, talent

Strategy 2. Complete The Eliminate Project (Governor, Trustees, Lt. Governors, The Eliminate Project District, Division, Club Advocates)

Tactics:

- a. Use Constant Contact, email, phone calls, and face-to-face meetings to
 - i. Encourage clubs with pledges to complete their giving.
 - ii. Provide education about The Eliminate Project.
 - iii. Introduce new approaches to giving.

Balanced budgets and audits for District and District foundations posted annually 2016-2021 on District website.

Audits of club accounts on a regular basis reported on Portal Buzz in August as a District question.

Track the number of clubs who contribute to and use the district foundations annually 2016-2021 through foundation records.

Track the results on Analyzing Your Impact or Club Scorecard, annually 2016-21

Monthly Eliminate Project Giving Reports through 2020.

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<p>2. Develop and deliver financial education for members. (District Board, Secretary, Treasurer, Finance Committee, Master Instructor, CLE Instructors, Club Officers)</p> <p>Tactics:</p> <ul style="list-style-type: none"> a. DCON session: Allocation of district funds, tax form filings & deadlines, cost of business, club administrative & service account allocations, District & KI Foundation. b. CLE session: Tax form filings and deadlines, cost of business, administrative and service account allocations. <p>Strategy 3. Align with community partners to share funds and hands for service. (District Board, Finance Committee, Master Instructor, CLE Instructors, Club Officers)</p> <p>Tactics: Complete "Developing Community Partnerships" from Achieving Club Excellence tools, and follow its suggestions. (Lt. Governor, Club Board)</p> <p>Strategy 4. Build a non-dues revenue base. District Board, District Secretary, treasurer, Finance Committee, Master Instructor, CLE Instructors)</p> <p>Tactics:</p> <ul style="list-style-type: none"> a. DCON session for grant writing, facilitated by a professional, to educate on best practices for grant applications. b. Encourage clubs to seek out and apply for grants, including KI Foundation grants. 	<p>Sign-in sheets show number of attendees in financial education sessions increases 10% annually 2016-2021.</p> <p>Sign-in sheets show number of attendees, including treasurers, in CLE increases 10% annually 2016-2021.</p> <p>Number of partnerships reported on PortalBuzz annually 2016-2021</p> <p>Track number of grants received by clubs annually 2016-2021 through a question on PortalBuzz.</p> <p><i>Note: District questions added on PortalBuzz through district secretary.</i></p>
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