



Kiwanis I-Plan for Ohio

Goal: Inspiration

To Build, retain, and support a growing Kiwanis membership network in Ohio



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Strategies:	2015-16	2016-17
<ul style="list-style-type: none"> • Grow traditional Membership • Develop and Grow non-traditional membership • Build a strong network of local partners • Develop competent and confident leaders at all levels • Improve the value of the membership experience at all levels 	<ul style="list-style-type: none"> • Create adaptive practice guides as a membership tool • Create opportunities for clubs and SLP members and SLP parents to interact at least annually • Publicize club existence, purpose and project • Educate clubs on membership types (family, corporate) • Develop a concise flyer about Kiwanis for mass distribution <ul style="list-style-type: none"> • Brochure • Explore development of a “friends of” Kiwanis type members • Market non- traditional clubs as a transitional option for new members • Develop committee to identify partners (club levels, large employers to market to potential members) • Educate the clubs and members of opportunities to lead • Provide mentors for these positions with specific job descriptions • Leverage the online CLE and provide an extended, interactive, online version • Develop a new member orientation made available online • Review club assessment results to identify common themes 	<ul style="list-style-type: none"> • Develop a membership best practices guide with input at both the District and Division levels. Include input from the District Formula team. • Develop Division based speakers bureaus. • Create literature and contact lists to encourage all SLP members to remain in the Kiwanis family, often in a non-traditional club after graduation. • Continue to encourage clubs and SLPs to stay connected. • Continue to develop and inform clubs of District partners and begin to develop Divisional partnerships. • Create/implement partnership guide. • Encourage Lt. Governor interaction with clubs to develop leaders. • Continue to educate the clubs on District wide leadership opportunities and job descriptions via Lt. Governors and e-mails. • Educate members to availability of online orientation.

Goal: Impact

Ohio Kiwanis Family members perform meaningful service with service to children as our priority



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Strategies:	2015-16	2016-17
<ul style="list-style-type: none"> Empower and support growth in our service leadership programs Align relevant services with community needs Encourage the development of a signature service project Encourage hands on community service Support worldwide service project 	<ul style="list-style-type: none"> Educate clubs on responsibilities as an SLP sponsor AND collect SLP sponsorship forms Recognize clubs for meeting responsibilities Joint planning with SLP and Kiwanis leaders Workshop on completing community needs assessment Define what a signature project is Recognize signature projects (facebook, PR, single service award) Advertise sample projects (toolbox) Recognition for Signature service projects Complete Eliminate Pledge for Ohio 	<p>Measure clubs completion of their sponsorship responsibilities and recognize those who follow through. Joint planning with SLP and Kiwanis leaders at District and Division levels.</p> <p>Regional workshops on Community and club needs assessments with Lanton or CLE team.</p> <p>Track and publish signature projects. Continue recognition of signature projects via Facebook, PR, and awards.</p> <p>Encourage every club to complete one new hands on service project.</p>

Goal: Image
To enhance the Kiwanis image in Ohio



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Strategies:	2015-16	2016-17
<ul style="list-style-type: none"> • Increase name recognition • Unify all Kiwanis brands • Promote the Kiwanis vision and vivid description as supported by the objects of Kiwanis • Promote signature projects 	<ul style="list-style-type: none"> • Promote the ODKF license plate • Clothing line (either through ODKF donations or purchase) • Take communications assessment results and develop communications strategy <ul style="list-style-type: none"> • Leverage district newsletter / webpage • FaceBook/ YouTube • District Webmaster Support • K-Family Reunion (Alumni / service project) • Work with K Family to educate on marketing guidelines • Create a public outreach kit for clubs, educational workshop • Mid Year – offer tracks based on iPlan • Right signage and recognition for Signature Projects • Press release templates (include defining statement), leveraging Female International Pres / female Governor, Anniversary celebrations (8 x 100ths), bike project • Leverage recognition to drive right behavior • Leverage partnerships (co-brand /co-promotion) • Compile list of signatures projects and highlight at DCON • Ask question on portal buzz about Signature Project 	<p>Continue to promote the ODKF license plate. Encourage all clubs to have roadway signage. Implement communications strategy. Develop regional workshops to educate clubs on image guidelines. Continue to design District educational opportunities around the I-Plan.</p> <p>Continue to promote the use of press releases and social media to promote Kiwanis projects.</p>

Goal: Investment
 To ensure financial viability and responsible stewardship in Ohio



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Strategies:	2015-16	2016-17
<ul style="list-style-type: none"> • Exercise proper stewardship of resources • Build a non-dues revenue base • Simplify the organizational dues structure and processes • Develop Financial education • Support Kiwanis International & District Foundations 	<ul style="list-style-type: none"> • Promote Club Advised Funds in the ODKF to clubs • Promote Annual Review or Audit of club funds • Past Treasurers create a toolkit for treasurer • Partnerships & Sponsorships • Document dues structure scenarios and put on the webpage (include family, corporate, etc). • Webinar for financial education, project budgeting, do's and don't's about what can be paid for from where. • Education • Recognition • Promote ODKF license plates • Publicize the grants / Press Releases • Find at least 1 partner that Ohio could leverage (i.e. Office Depot) 	<ul style="list-style-type: none"> • Audit of the books • Proper review/oversight of District investment strategy and advisor. • Implement District administrative structure as recommended and approved this year. • Continue to investigate other partnerships that would result in a revenue sharing with the District. • Look into a membership reward program. • Continue to educated clubs on financial responsibilities via webinars and training workshops. • Continue tactics initiated in 2015-2016.