The following is the proposed Strategic Plan for the Ohio District Kiwanis. Much time and consideration has been given to the preparation of this plan for the Ohio District. We feel this is a fluid document and should not be approved and put on a shelf or in a file but should be utilized to strengthen and improve the Ohio District. We feel that, as a minimum, the plan should be reviewed annually by the Lt. Governors-elect at their training meeting to see what is suggested for the District and what improvements can be made. Certainly the suggestions made in the strategic plan cannot be accomplished quickly nor is this a complete list. The strategic plan may also need to be changed or amended to keep it current and viable. It is our hope that the plan will help guide the Ohio District to make it stronger and responsive to the mission of Kiwanis in Ohio.
## Ohio District Kiwanis Strategic Plan

### Membership, Communications, and Marketing

<table>
<thead>
<tr>
<th>Strategy/Action</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Grow traditional membership</strong></td>
<td></td>
</tr>
<tr>
<td>Identify and train membership chairs in every club</td>
<td>DistMembership Training Chair</td>
</tr>
<tr>
<td>Open 12 new Kiwanis clubs every year</td>
<td>New Club Opening Chair, Governor. Lt. Governors</td>
</tr>
<tr>
<td>Develop resources to help clubs target 55 to 65-year-old demographic</td>
<td>Dist. Membership Chair, Dist. Partnership Chair</td>
</tr>
<tr>
<td>Explore partnerships with retirement facilities/services/living centers</td>
<td>Dist. Partnership Coordinator, Executive Director</td>
</tr>
<tr>
<td>Provide at least one trained club coach (preferably two) for each new club opened to coach the club for the first two years of operations.</td>
<td>New Club Opening Chair, Club Membership Strengthening Chair, Lt. Governor</td>
</tr>
<tr>
<td>Provide trained club coaches to existing clubs who request assistance.</td>
<td>Club Membership Strengthening Chair, Lt. Governors</td>
</tr>
<tr>
<td>Develop club matching grant program to help existing clubs with membership events</td>
<td>Membership Chair, PR Coordinator, Membership Strengthening Chair,</td>
</tr>
</tbody>
</table>
Provide club strengthening teams to do membership boosts for existing clubs.

**Develop and grow non-traditional membership**

Highlight success stories using video, social media, Buckeye Bulletin, website

Utilize the Army partnership to add Army Recruiters to new and existing clubs.

Develop partnership with JCI in Ohio

Explore other potential partnerships with young professional organizations, co-working spaces, community service organizations

Develop programs, activities, and events to keep Circle K & Key Club alumni connected.

Expand the use of Satellite membership

**Add value to the membership experience**

Send a Personalized welcome letter and gift from the district to new members.

Offer incentive programs to encourage new members to attend the Mid-Year Education Day and the District Convention

Develop ways to make first-timers at events feel special.

Provide and promote the new member orientation program from Kiwanis International

Lt. Governor, Membership Chair, Club Membership Strengthening Chair

PR Coordinator, Membership Chair

PR Coordinator, Membership Chair, Executive Director

PR Coordinator, Membership Chair, Executive Director

Partnership Chair, PR Coordinator, Membership Coordinator, Exec. Director

Dist Membership Coordinator, Key Club Administrator, Circle K Administrator

Dist Membership Coordinator, Dist Membership Strengthening Chair

District Office

Event Chair, Governor, District Office

Event Chair, Governor

Lt. Governor, Club President, Dist Club Orientation Chair
Develop a speaker’s bureau listing for clubs to utilize to find speakers for club meetings.

Develop Membership Interest Survey and Membership Satisfaction survey templates utilizing google forms or other technology available to provide to clubs.

Develop and conduct a member exit survey when members leave the organization.

**Encourage recognition of members and clubs**

Promote the utilization of existing Kiwanis International, Kiwanis Children’s Fund, Ohio District and Ohio District Kiwanis Foundation member and club recognition programs (i.e. Legion of Honor, Ruby K, Past International President’s Award, etc.)

Lt. Governor’s provide some type of recognition at every club visit to members or the club.

Utilize resources for recognition at the Club level

**Increase name recognition**

Connect clubs to the Public Relations resources available through Kiwanis International.

Identify and participate in conferences and/or partner with organizations at the state level.

Continue with Public Relations/Marketing/Social Media Internship program to provide support to the district and to the clubs.

Dist Office

Dist Office, Dist Membership Chair

Dist Membership Chair, Dist Office

Dist Membership Chair, Dist Office

Dist Membership Chair, Dist Office

Dist Membership Chair, Dist Office

Dist Membership Chair, Dist Office

Dist Membership Chair, Dist Office

Dist Membership Chair, Dist Office

Dist Membership Chair, Dist Office

Dist Membership Chair, Dist Office

Dist Membership Chair, Dist Office
**Promote consistency of Kiwanis brands**

Migrate District Website to new Kiwanis International Website program to allow clubs to access new free club websites hosted by Kiwanis International

Model proper branding at the district level by using the Kiwanis International branding guidelines.

Provide Educational sessions at Mid-Year, District Convention, and Division Council meetings on why and how to utilize the branding guidelines

PR Coordinator, District Office

PR Coordinator, District Office

PR Coordinator
**Leadership Development and Education**

<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>Education</strong></td>
<td></td>
</tr>
<tr>
<td>Provide club leadership education through workshops, forums, &amp; Lt. Governors.</td>
<td>Education Committee, Lt. Governors</td>
</tr>
<tr>
<td>Provide leadership education to Lt. Governors prior to the beginning of their term and throughout their term.</td>
<td>Governor-elect, Education Committee, Past Lt. Governors</td>
</tr>
<tr>
<td>Provide leadership education to club leaders in addition to club presidents.</td>
<td>Education Committee, Club Presidents, Lt. Governors, District Appointees</td>
</tr>
<tr>
<td>Provide leadership education to all District appointees such as District Chairs.</td>
<td>Governor, Education Committee, Past District Chairs</td>
</tr>
<tr>
<td><strong>Leadership Development</strong></td>
<td></td>
</tr>
<tr>
<td>Clarify expectations for District Chairs, Lt. Governors, and other district appointees. See the policy manual for specifics.</td>
<td>Governor, Lt. Governors, District Office, District Chairs</td>
</tr>
<tr>
<td>Develop and distribute job descriptions for all leadership positions.</td>
<td>Governor, Lt. Governors, District Chairs, Various Committees</td>
</tr>
<tr>
<td>Provide recognition to outstanding leaders in various categories and at various venues.</td>
<td>Past Dist Governors &amp; Treasurers, Past Dist Chairs</td>
</tr>
<tr>
<td>Provide planned mentoring of current and future leaders.</td>
<td>Past Governors, Past Treasurers</td>
</tr>
<tr>
<td>Identify and coach potential district leaders.</td>
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</tr>
</tbody>
</table>
## Community Impact

### Strategy/Action

<table>
<thead>
<tr>
<th>Support growth in our Service Leadership Programs</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encourage existing relationships with service leadership programs by active engagement of liaisons with sponsored clubs. Training session for liaisons at district events</td>
<td>Education Committee, District Chairs for SLPs</td>
</tr>
<tr>
<td>Encourage expansion of the number of service leadership programs and include sessions on how to initiate and foster successful service leadership programs at all levels</td>
<td>PR Coordinator, Education Committee</td>
</tr>
<tr>
<td>Fully support the leadership and convention programs offered by service leadership programs. Active participation by clubs, liaisons, chaperones, judges, etc. at District Leadership Conference, Fall Rally, Officer Training by club representatives</td>
<td>Club SLP Chairs, Club President, Kiwanis Club Advisors, Lt. Governors</td>
</tr>
<tr>
<td>Encourage growth and participation in Key Leader. Consider allowing budget money from Lt. Governor travel to support attendance and participation at Key Leader (District Board). Encourage presenters for Division and Club meetings regarding Key Leader program.</td>
<td>Dist Chair Key Leader, Lt. Governors, Club President, Dist Marketing Chair, Dist PR Chair</td>
</tr>
<tr>
<td>Encourage recognition of the great service projects by K-Kids and Builder’s Clubs. Develop recognition program to be presented at club or division meetings.</td>
<td>Dist Education Committee, Lt. Governor, Club President</td>
</tr>
</tbody>
</table>
**Align relevant service with community needs**

Utilize the "Discovering Your Community" section of the Achieving Club Excellence (ACE) to determine if existing projects are providing community benefit/relevance and how to improve alignment/focus of volunteer resources.

Support the active use of the community assessment instrument. Sessions at District events of successful use of the instrument with new service projects started, discovered, or reinvigorated as a result. Highlighted success stories.

**Promote and develop signature projects**

Develop District repository of case studies for signature projects, Include length of service, frequency, number impacted, community, and how the community recognizes the attachment to Kiwanis.

**Encourage hands on community service**

Promote and Feature successful service projects in action. Utilizing the social media, newsletter, and conference scrolling presentations, build up the importance of all the benefits these projects have.

Better reporting and recognition for data submitted on monthly reports. Recognize divisions with most projects, most service hours, most impacted, etc. It is all self-reported, but we really don’t offer much of a reason for submitting the data.
## Financial Stability

### Strategy/Action

**Proper Stewardship of Resources**

Assure that each Kiwanis Club has a written budget approved by the Board of Directors.

Annual audit (review) of all club funds. Club annually files IRS form 990.

Promote Club Advised Funds in the Ohio District Kiwanis Foundation

**Non-Dues Revenue Base**

Investigate partnerships that will result in revenue sharing with the District and club

Promote club usage of District and Kiwanis International partnerships

Encourage clubs to investigate local partnerships that will benefit the club.

Expansion of sponsorship program and advertising program for District events.

### Responsibility

- Lt. Governor, Club President
- Lt. Governor, Club Board of Directors, Club Treasurer
- Lt. Governor, Club President
- District Office Staff, Governor, Lt. Governor, Partnership Coordinator
- Lt. Governor, Club President, Partnership Coordinator
- Lt. Governor, Club President, Partnership Coordinator
- Partnership Coordinator, Dist Convention Committee, Dist Mid Year Chair, Dist Office, Governor, Lt. Governor
Provide Financial Education

Provide information on membership types to promote increased membership.

Educate clubs and club treasurer regarding club administrative and club service funds.

Support Kiwanis International and District Foundations

Promote ODKF license plates

Promote club annual birthday gift to ODKF and Kiwanis Children's Fund. Support all Ohio District Kiwanis Foundation fundraisers.

District Membership Chair, Dist Education Committee, Lt. Governor

Dist Education Committee, Dist Treasurer

Governor, District Chairs, Lt. Governor, Club President

Governor, Lt. Governor, Kiwanis Children's Fund Chair