

## **CHANDLER KIWANIS CLUB**

### **Strategic I-Plan Beginning FY 16-17**

**Vivid Description:** The Chandler Kiwanis Club was chartered on April 9, 1957. The Chandler Kiwanis Family consists of our dedicated officers, directors, members, Key Clubs, alumni, friends, business sponsors and other community partners. Every individual in and around Chandler has an opportunity to participate in or benefit from a Kiwanis experience. Based upon our legacy of service to the children of our community and our dedication to building our community, the Kiwanis Club of Chandler will strive to provide opportunities for service, fellowship, leadership and philanthropy according to the needs of our children, our community and our members.

#### **Chandler Kiwanis Club Mission**

To make a difference in our community and globally by improving the lives of others, particularly children, while maintaining a spirit of giving and joy

#### **Inspiration**

**Goal:** To build, retain and support a growing Kiwanis Family membership.

#### **Strategy:**

1. Utilize and follow through on "The Formula" to :
  - a. Expand and retain our existing club membership.
    - i. Invite 4 new members, with goal for at least 2 net new by year end.
2. Develop Leaders
  - a. Provide officer leadership materials created by the District and KI to the Club Officers.
  - b. Attend the Divisional officer training (CLE) each year.
  - c. Conduct an annual Club officer training review of responsibilities.
    - i. Encourage a progression of leadership assumption.
3. Retain current members.
  - a. Develop an induction presentation to allow new members to be inducted quickly.
  - b. Conduct an orientation with new members.
  - c. Establish a mentoring program for new and inactive members.
    - i. Develop guidelines and instruction on mentoring members.
4. Increase member involvement.
  - a. Interview new members to determine interests.
  - b. Focus on member communication.
  - c. Organize better club committee structure.
5. Continue to explore social media as a means of maintaining contact with members.
  - a. Post to Facebook page
6. Develop new ways to keep the members informed of current and future events.
  - a. Update webpage
7. Attend district, regional and international conferences.
8. Inform Club of Community through a variety of Speakers
9. Engage members through Lunch meetings

## Impact

**Goal:** To perform meaningful service to our community, with emphasis on services to children.

### **Strategy:**

1. Continue to look at expanding our Kiwanis Service Leadership Program.
  - a. Evaluate the possibilities of adding Key Clubs at area High Schools.
  - b. Evaluate the possibilities of adding Builders Clubs at area Junior High Schools.
    - i. These should become feeders for our Key Clubs.
  - c. Consider establishing either Terrific Kids or Bug Program at area grade schools.
2. Create and publish an annual directory of our Service Leadership Partners.
  - a. Include meeting dates and times, contact names and other information to encourage Kiwanis membership attendance.
3. Establish a training opportunity for all Kiwanis and Faculty Advisors to better prepare them for their responsibilities.
4. Become more involved with our SLP clubs in planning and coordinating projects.
5. Conduct periodic surveys of members and community to determine relevance and direction of community service.
6. Continue development of our club "Signature Project"
  - a. Continue to evaluate the impact and improvement of the project.
  - b. Participate in any "Signature" District and Division project (at least 25% of club).
  - c. Ensure the project elevates public awareness of the Club and Service to Comm.
7. Emphasize the I Plan with all of our K Family to develop continuity in the plan.
8. Continue to emphasize the development and conducting of hands-on- service projects.
  - a. Continue to sponsor Ryan Park
9. Support through service or donation another local organization focused on the needs of children.
10. Contribute a minimum of 25 Kiwanis Service hours per member.

## Image

**Goal:** To continue to enhance the Kiwanis Family Image in Chandler.

### **Strategy:**

1. Find and appoint a qualified Public Relations Coordinator for our Club.
2. Document at least 2 news releases prepared by the club during the year.
3. Establish a club budget for promotion of Kiwanis within the community.
4. Increase Kiwanis Brand recognition in Chandler that includes all our K-Family Partners.
5. Utilize the official Kiwanis branding guidelines.
6. Promote the Kiwanis vision as supported by "The Objects of Kiwanis".
7. Promote our "Signature Project" with solid branding, publishing and advertising.
8. Establish a Club Historian to gather information and explore innovative ways of highlighting major past and present contributions to Chandler.
9. Complete Youth Protection Guidelines Education. Distribute Youth Protection Guidelines and conduct a program on how it impacts club's activities with youth.



## Investment

**Goal:** To ensure the financial viability and responsible stewardship of time, resources and talent of the Kiwanis Club of Chandler.

### **Strategy:**

1. Continue to develop our non-dues revenue base.
  - a. Look at building strategic financial partnerships with both business and non-business entities.
2. Maintain club strategic plan as an investment in the future.
3. Continue to monitor and change our Club Bylaws as needed.
4. Complete an annual audit as directed by Club Bylaws.
5. Donate at least \$10 per member to the Kiwanis Children's Fund or national Kiwanis foundation outside the US.
6. Donate a minimum of \$5 per member to the SWD Foundation.
7. Fundraise at least \$100 per member in the community.

## **Kiwanis Club of Chandler**

### **Strategic I-Plan**

**January 10, 2017**

#### **President:**

Leroy Tapia

  
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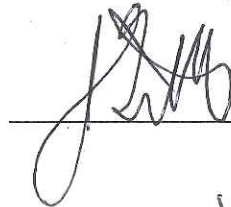
#### **Past President:**

Dawn Lang

  
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#### **President Elect:**

Jim Gibbs

  
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#### **Secretary:**

Jon Lane

  
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#### **Treasurer:**

Bob Breidenbach

  
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