

# QUEEN CREEK KIWANIS

## STRATEGIC I-PLAN

**Vivid Description:** The Queen Creek Kiwanis Family consists of our dedicated officers, directors, members, Key Clubs, Aktion Club, alumni, friends, business sponsors and other community partners. Every individual in and around Queen Creek 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 Queen Creek will strive to provide opportunities for service, fellowship, leadership and philanthropy according to the needs of our children, our community and our members.

### Inspiration

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

**Strategy:**

1. Utilize and follow through on “The Formula” to :
  - a. Expand our existing club membership.
  - b. Pursue the opportunity to add satellite members.
  - c. Consider opportunities for opening a new Kiwanis Club.
2. Develop Leaders
  - a. Provide officer leadership materials created by the District and KI to the Club Officers.
  - b. Attend the Divisional officer training 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.
6. Develop new ways to keep the members informed of current and future events.

### 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.
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.

## **Image**

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

**Strategy:**

1. Find and appoint a qualified Public Relations Coordinator for our Club.
2. Establish a club budget for promotion of Kiwanis within the community.
3. Increase Kiwanis Brand recognition in Queen Creek that includes all of our K-Family Partners.
4. Utilize the official Kiwanis branding guidelines.
5. Promote the Kiwanis vision as supported by “The Objects of Kiwanis”.
6. Promote our “Signature Project” with solid branding, publishing and advertising.
7. Establish a Club Historian to gather information and explore innovative ways of highlighting major past and present contributions to Queen Creek.

## **Investment**

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

**Strategy:**

1. Continue to develop our non-dues revenue base.
  - a. Look at building strategic financial partnerships with both business and non-business entities.
  - b. Continue to expand our passive revenue clothing bin program.
2. Review and consider new committee structure for our club.
3. Continue to monitor and change our Club Bylaws as needed.
4. Look at ways of increasing our Administration funding.