

OHIO DISTRICT KIWANIS INTERNATIONAL

STRATEGIC PLAN FOR 2008-2013

Adopted by Ohio District Kiwanis Board
December 6, 2008



SERVICE Increase member participation in meaningful community service.						
Goals	Objectives	Action Step	Who	Timeline	Evaluation	Resources
Each club develop one new service project each year	Share service project ideas for different size clubs and divisions with on-site photos/videos and descriptions of how to do the project	Identify successful projects	District Chair of Community Service will chair a steering committee including members from Kiwanis, Circle K and Key Club	Fall of 2009	Number of projects which can be shared on website	Website with links to club websites, Input from District Kiwanis members
		Post ideas on District website		Spring of 2010	Number of hits on website;	Web Master
		Publicize to Clubs and Lt. Governors		Spring of 2010		Website, internet forums
		Each club will appoint a chair person to plan service project		Fall of 2011	number of new projects reported on annual report for 2010-2011	Website, Club chairs
	Create electronic forums for idea sharing	Develop and publicize schedule for forums	District Chair of Community Service and steering committee	Spring of 2011	Number of participants in electronic forums	Website, webinars, Web Master
Assist clubs in organizing service projects in collaboration with other organizations	Create partnerships with various statewide service providers such as Arc Ohio, MRDD, Salvation Army, Goodwill, YMCA, Scouts and appropriate international service providers through Kiwanis International such as Boys and Girls Clubs	Identify one new partner each year and establish relationships with state level leaders	District Chair of Community Service	Fall of 2010	Number of partnerships established each year	Kiwanis members with connections in other organizations
		Each club identify local partners	Club service chair	Spring of 2011	Number of projects reported on annual report for 2011-2012	Kiwanis members with connections in other organizations

EDUCATION Encourage and enhance educational opportunities for all Kiwanis members						
Goals	Objectives	Action Step	Who	Timeline	Evaluation	Resources
Provide education to Kiwanis leaders	Expand accessibility to leadership education	Use of website, webinars, and other electronic access to education	District education committee	Spring of 2009	CLE feedback of information received	Coordinator for electronic delivery of information (District Secretary), Data/electronic storage, KI materials
	Provide interactive education experiences	Continue CLE seminars	District education committee	Annually in spring	CLE feedback of information received	Volunteer Instructors, KI materials
Membership awareness of Kiwanis at all levels	Provide orientation materials and methods for new members	Provide an orientation and education program in brochure and website format	District Membership Chair	Update annually		Coordinator for electronic delivery of information (District Secretary), Data/electronic storage, KI materials
	Facilitation and sharing ideas at all levels	Use of electronic magazine and website	District PR Chair and Magazine editor	Fall 2008, monthly		Coordinator for electronic delivery of information (District Secretary)
		Use of forums at Mid Year and Convention to share ideas and best practices	Chairs of Mid Year and Convention and Education Committee	Annually at Mid Year and Convention	Evaluation forms at each forum	Volunteer presenters
	Develop awareness, understanding and commitment for Service Leadership Programs	Use of website forums and information, magazine, Mid Year and Convention forums, Interaction with K Family clubs	District PR Chair, Magazine editor, SLP Chairs	Update website annually, Mid Year and Convention	Evaluation forms at forums	Coordinator for electronic delivery of information (District Secretary), KI materials

MEMBERSHIP Achieve membership growth as a means to more service						
Goal	Objective	Action Step	Who	Timeline	Evaluation	Resources
Develop an awareness and positive attitude toward membership growth, retention, and new club building	Emphasize membership growth through Club Leadership Education	Present best practices for membership growth	Governor, Education Team Leader	Annual CLE sessions	CLE evaluation forms	Email, meeting space
	Organize and implement a growth summit in each division.	<ol style="list-style-type: none"> 1. Invite all membership chairs, club presidents, other club leaders. 2. Develop an agenda/format. 3. Coordinate with district TAG Team 	Lt. Governor with support of division TAG team	Fall 2009	Number of new members in each division	Material printing, space, refreshments, KI materials
Develop new clubs including Classic Kiwanis, Kiwanis Next, Unsponsored SLP's, and unserved communities and groups	Education members about new models of membership	Provide definitions and requirements to Lt. Governors and Club Presidents	Education Team	Fall 2009	Number of new clubs formed	KI materials
	Identify potential locations for new clubs	Build new clubs	TAG Team	Annually	Number of new clubs formed	Past Lt. Governors
Provide and share best practices of membership recruitment	Identify and distribute 3 best practices to all clubs each year	<ol style="list-style-type: none"> 1. Develop/implement learning opportunities at DCON and M-Y Education Day 2. Communicate best practices to division and club leaders. 3. Utilize district website. 	TAG Team, Education Team, Coordinator for electronic delivery of information	Annually	Number of best practices identified	KI materials, website, magazine

Member retention strategies	Connect and support young professional members	Encourage each division to sponsor Young Professional events around the state	District Membership Chairperson, TAG Team	Quarterly	Number of young professional members retained	Prior Circle K members
	Improve orientation of new members	Encourage each club to use KI New Member Orientation PowerPoint	TAG Team, Lt. Governors, CLE Instructors	Annually	Number of clubs reporting on Annual Report	KI materials
	Provide clubs proven models of retention/revitalization tactic.	<ol style="list-style-type: none"> 1. Identify 3 best practices for retaining members each year 2. Deliver information to the clubs 	District Membership Chair, TAG Team	Annually	Number of best practices disseminated to each club.	
	Address reasons that members leave their club	Share information from KI about reasons for membership drops	TAG Team	Annually	Change in number of membership drops	KI information
Develop, implement and share strategies to incorporate fun and fellowship.	Plan and organize district events and activities that stress fun and fellowship.	<ol style="list-style-type: none"> 1. Support annual district golf outing. 2. Plan activities for district convention and M-Y Education Day. 	Lt. Governors, Club Leaders, MY Education Day and District Convention Committees	Annually	Evaluation form from MY Day and District Convention	Surveys of members
	Disseminate ideas for fun and fellowship activities in clubs	Communicate best practices	CLE Instructors, Lt. Governors, Web Master	Annually		

RESOURCES Provide the people, programs and funding to support the District Strategic Plan						
Goal	Objective	Action Step	Who	Timeline	Evaluation	Resources
Providing adequate funding for District operations	Assess Current Operations	Define responsibilities and costs to perform those responsibilities for professional staff, district officers, lt. governors, committee chairs/administrators	F&S committee	Spring 2009	New job descriptions and all costs within a balanced budget	District Financial Statements, Budget Committee, Auditors
	Fund Current and Revised Operations	develop 5 year budget plan for district operation	F&S committee	May 2009	Balanced Budget	District Financial Statements, Budget Committee, Auditors
		determine necessary bylaws revisions	Bylaws committee, District board and membership	District Convention 2009	Bylaws Changes approved by membership	District Financial Statements, Budget Committee, Auditors, District Bylaws
		explore alternative funding sources	F&S committee or special task force	October 2010	One new source found each year	District Foundation, KI models
New ways of funding club service projects	develop targeted outside partnerships for district and club projects	Identify and educate clubs about potential corporate sponsors for service projects	District Community Service Chair	October 2010	One new source found each year	KI staff
Developing website for improved communication	Identify funding and personnel for website development	1. Budget approved 2. Job Descriptions developed	F&S Committee, District Communication Chair, District Secretary	Spring 2009	Expanded uses of website	Coordinator for electronic delivery of information, Web Master
	Distribute magazine through website	Identify appropriate template and website resources	District Communication Chair, Magazine Editor, Web Master	Spring 2009	Electronic publication of magazine achieved	Coordinator for electronic delivery of information, data/electronic storage
Improve leadership recruitment	To expand the number of leaders at all levels of District	Develop leadership recruitment and educational plan at division level	Past Lt. Governors Association in each division	Fall 2009	Utilize evaluation form developed by District Past Lt. Governors Association	Past Lt. Governors, Education Committee

Foundation	Educate clubs and members about Foundation	Develop consistent message with brochures, website, email, etc.	Foundation board, Foundation publicity committee	Fall 2009, Update annually	Increase on giving to Foundation	Foundation staff
		Develop speakers bureau	Foundation board	January 2009	Number of speeches given to clubs and divisions	Board members, Former board members, Former District Officers
		Education Training Plan for Lt. Governors, Club Leaders	Foundation board	Annually	Evaluation from CLE	Foundation staff
	Encourage donations	Target market Club Advised Funds with presentation for Division Council meetings	Speakers Bureau	Annually	Number of Club Advised Funds	Written materials
		Promote birthday fund with notices in magazine and emails to clubs	Foundation board, Foundation fundraising committee	Annually	Increase in giving to birthday fund	Foundation staff
		Promote Ambassador Program with solicitation letter and donation form	Foundation board fundraising committee	October every year	Increase in members of Ambassador Program	Foundation staff
	Develop K-Family Funds	Circle K and Key Club Funds	Foundation and Circle K and Key Club boards	Spring 2009	Funds deposited in Foundation	

COMMUNICATION Enriched quality and availability of communication in the Ohio District						
Goal	Objective	Action Step	Who	Timeline	Evaluation	Resources
Provide access to Kiwanis information for clubs and members	Organize content and time frames for dissemination of information	develop upcoming years' communication plan (including newsletter, website, etc)	Communications Committee including Governor-designate, Secretary, Governor Elect, District Communications Chair, District PR Chair	by October annually	Committee meet monthly by electronic means	District website
	Develop "one-click" website	<ol style="list-style-type: none"> 1. Collect website statistics for current use (hits, relevancy, retention, length of stay on page, frequency). 2. Determine targets for future (this year, 3 years). 3. Develop secure access 4. Consolidate website changes for all District committees 5. review options for website improvements to the navigation structure 6. revise current website 	District Secretary and District Web Master	June 2009	Increased hits on website	KI Web Master
	Electronic distribution of magazine	<ol style="list-style-type: none"> 1. Identify template 2. Solicit materials from appropriate Kiwanians 3. Layout materials 4. Upload to website 5. Notify members of availability of magazine 	Magazine Editor	Bi-Monthly	Survey of members	Web Master
	Increase communication with Lt. Governors and Club Presidents	Develop web- based information update	District Governor, Education Committee	Monthly	Survey of leaders	Web Master
	Increase communication with Club Secretaries	Develop web- based information update	District Secretary	Monthly	Survey of Club Secretaries	Web Master

Establish outreach marketing plan	Inform public about successful Kiwanis programs and projects	Develop External Marketing team of 5-7 people from across Ohio District of Kiwanis (at least one person from each metro-area) to determine what, how and where to better market Kiwanis.	Public Relations Chairperson	Fall 2009	Increased media coverage of Kiwanis programs	Kiwanis members with public relations experience
		Implement the external marketing plan.	External Marketing team	Immediately following creation, annual renew	Increased media coverage of Kiwanis programs	Kiwanis members with public relations experience
	Develop relationships with statewide media	<ol style="list-style-type: none"> 1. Identify media serving metropolitan areas 2. Develop plan for providing information to them 	External Marketing team	Fall 2009	Increased media coverage of Kiwanis programs	Kiwanis clubs in metropolitan areas