

OHIO DISTRICT KIWANIS INTERNATIONAL

STRATEGIC PLAN DEVELOPMENT FOR LOCAL KIWANIS CLUB

This process can be directed by a club leader with local Kiwanis Club members in a group of any size. Involving as many members as possible allows increased input of ideas and ownership of the goals developed. The steps can be broken down and used at different meetings or can be completed in one meeting of 4 hours. Your club may have members who are experienced in leading this type of process in their business and can be effective leaders for this process. If you use this process, please provide feedback so that we may continue to improve it. If you have questions about this process, you may contact Alan Penn at apenn@zoominternet.net or Jean Forbes at secretary@odkf.org.

1. WHAT ARE YOU PROUD OF THAT YOUR KIWANIS CLUB HAS DONE?

Have each member present give two club activities that have not been mentioned by anyone else. Write them on a flip chart and post on the wall.

2. WHAT DO YOU DREAM OF YOUR KIWANIS CLUB BEING LIKE IN THREE YEARS?

Have each member present give at least two dreams that have not been mentioned by anyone else. Write on a flip chart and post on the wall. Make sure that any dreams that a member has are included in this list.

3. PRIORITIZE THE DREAMS

Use dots or check marks for each member to indicate the three most important dreams for the club that were listed on the flip chart in Step 2. Count the total dots or check marks by each dream and determine the three highest priorities.

4. DEFINE THE TOP THREE PRIORITIES INTO SMART GOALS

SMART stands for Specific, Measurable, Attainable, Realistic and Timely.

Example: Membership will increase by 10% by October 1, three years from now.

5. ASSIGN SMALL GROUPS TO COMPLETE AN ACTION PLAN FOR EACH GOAL

Use the attached form to write the plan.

- Action Steps to attain the goal
- Who will be responsible
- When will they complete each action step
- How will success of the goal be measured
- What resources will be needed to attain the goal

6. ASSESS PROGRESS ON THE ACTION PLAN AT EACH BOARD MEETING OF THE CLUB

EXAMPLE PAGE					
Goal	Action Step	Who	When	Measurement	Resources Needed
Membership will increase by 10% by October 1, three years from now.	Identify 25 young professionals in our community	All members	Club meeting on October 1 this year	Number of young professionals identified	Newspapers, telephone books, Chamber of Commerce membership list
	Assign two club members to visit each young professional	Membership Committee	Fall of this year	List of club members assigned	Membership list
	Personal visits to young professionals to invite them to attend club meeting	Assigned club members	Fall of this year	Number of visits made to young professionals	Kiwanis membership materials from KI and local club
	Follow up with young professionals who attend club meeting	Assigned club members	Fall of this year	Number of follow up contacts made	Membership applications
	New member orientation	Membership Committee	Each month	Number of new members who attend orientation	KI power point for new members
	Identify 25 former Key Club members in our community	Key Club Advisers from club and school	By October 1 next year	Number of former Key Club members identified	Alumni Contact Lists
	Repeat activities of last year with former Key Club members				

Goal	Action Step	Who	When	Measurement	Resources Needed