

1. Inspiration Membership and Engagement

Goal: To build, retain and support a growing Kiwanis membership network

Kiwanis inspires and engages men, women, youth, corporations, other nonprofits, partners and communities to make the world a better place for children to thrive. Belonging to Kiwanis means being part of a massive force for positive change in the world.

Strategy:

1. Our club will hold and publicize a membership drive meeting once a year.
2. Our club will have a net increase in membership each year.
3. Each member will bring a guest to at least one club meeting each year.
4. Our club will present a plaque to an RSVP member 4 times a year.
5. Our club will provide social events to which we invite guests.
6. Our club will provide a Volunteer Appreciation Breakfast for our members once a year.
7. Our club will visit members unable to attend our meetings due to physical limitations or members who have been absent from club for 3-4 weeks.

2. Impact Meaningful Service

Goal: To perform meaningful service, with service to children as our priority

Kiwanis is best expressed through meaningful service in communities around the world. When we work together and with other organizations to address important needs for children, we change lives, build stronger communities, and even improve our own lives.

Strategy:

1. Our club will have a Signature Project: Truck on Ice
2. Our club will support the District Signature Project.
3. Our club will support the District Governor's Project.
4. Our club will support Kiwanis International's Signature Project.
5. Our club will increase Service Leadership Programs and youth relationships through service projects and attending each others club meetings.
6. Our club will have service projects with community partnerships such as Red Cross, Salvation Army, Easter Seals, Mercy Hospital, RSVP.
7. Our club will sponsor the following service projects each year:
 - Bingo at Rock Haven Nursing Home
 - Blood Mobile with Red Cross
 - Meals on Wheels with Mercy Hospital
 - Flag Retirement Ceremony with Boy Scout Troop
 - Kiwanis Trail, Kiwanis Pond, Kiwanis Park
 - Ronald McDonald Golf Classic
 - Trunk or Treat with Girls and Boys Club
8. Our club will encourage all members to participate in our projects and events as they are able.
9. Our club will keep Committee Leader Guidelines updated.

3. Image Our Kiwanis Image

Goal: To enhance the Kiwanis image worldwide

Kiwanians are the most effective “advertisements” for Kiwanis. We represent our image in living color, wear our brand and share our message with the world. That’s why it’s important for our many Kiwanis voices to “sing from the same song book” when it comes to brand guidelines and messaging. That’s also why it’s important to empower members and clubs worldwide with the training and tools they need to share Kiwanis’ story as one, unified voice.

Strategy:

1. Our club will promote Kiwanis by displaying and wearing our logo at our meetings and service projects and fundraising events.
2. Our club will advertise our projects and events on radio, in the newspaper and social media.
3. Our club will encourage members to attend Kiwanis conferences and workshops.
4. Our club will sing from the Kiwanis Songbook at each club meeting.
5. Our club members will sing “My Country Tis of Thee,” say the Pledge of Allegiance, and give an invocation at the beginning of each club meeting.
6. Our club will display a Power Point presentation about our activities at Fundraisers and Service Projects, Senior Fairs and other organizations in the community.

4. Investment Financial Viability

Goal: To ensure financial viability and responsible stewardship

Kiwanis does amazing work in the world. When we make wise financial investments, find opportunities to turn profits into service, pool our financial and volunteer resources, create efficient structures and make processes easy and affordable, we can build our capacity to do even more for the children of the world.

Strategy:

1. Our club will solicit “end of the year” donations from our members.
2. Our club will do fundraising events with community partners such as Culvers and Applebees.
3. Our club will have a small committee for writing grant applications.
4. Our club will hold a weekly raffle to supplement our Administrative Fund.
5. Our club will participate in the following fundraising events such as:
 - Peanut Day
 - Renaissance Faire
 - Tree Sales
 - Truck on Ice
 - * Lily Day
 - * Wishing Well
 - * Let ‘em Roll Game
6. Our club will support Boys and Girls Club including Umpire School, Girl Scouts, Boy Scouts, ECHO, Salvation Army, Craig Closet, Homeless Education Fund.
7. Our club will have a yearly Financial Review.