

Kiwanis

Eastern Canada & the Caribbean District, Kiwanis International

"Serving the Children of the World"

www.kiwanisecc.org

Eastern Canada & the Caribbean District 2008/09 THEME AND GOALS

District Theme:

"Embracing Challenges, Creating Opportunities"

District Goals:

1. **Enhance the Management and Performance the EC&C District, Divisions and Clubs** by conducting and executing Strategic and Long Range Plans.
2. **Improve Member Experience and Commitment** through Leadership Building, Communication, Joint Service Initiatives, Recognition and Fellowship.
3. **Increase Membership with a Net Growth of 600 Members** through Retention, Recruitment, New Club Building, Marketing, Public Relations and Corporate Alliances.
4. **Energize the Service Leadership Programs of the District** through Increased Kiwanis Involvement and Support.
5. **Implement Outstanding Young Children Priority One Projects** by executing joint projects, at least one Flagship Project in each Club and one District-wide YCPO Project.



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District Theme:

“Embracing Challenges, Creating Opportunities”

District Goals (EXPANDED FOR PRESENTATION PURPOSES):

I. Enhance the Management and Performance the EC&C District, Divisions and Clubs.

- *Conduct thorough Analysis*
- *Applying creative thinking to meet changing needs*
- *Create a Strategic and Long Range Plan if none exists*
- *Implement Strategic and Long Range Plans*

II. Improve Member Experience and Commitment.

- *Increase Training and Leadership Building*
- *Improve Communication at all levels*
- *Implement New, Creative and Joint Service Initiatives*
- *Recognize and Award Members for their efforts*
- *Increase Fun and Fellowship*

III. Increase Membership with a Net Growth of 600 Members.

- *Retain Members by Improving Club and Member Experience*
- *Recruit Members with Careful Planning and provide Proper Orientation*
- *Build New Clubs utilizing Creative Methods and Approaches for different target groups and geographic locations*
- *Improve on Marketing, Public Relations and Corporate Alliances and utilize the opportunities to invite and recruit new members*

IV. Energize the Service Leadership Programs of the District

- *Increased Kiwanis Involvement and Support*
- *Strengthen SLP Districts & Leadership Teams*

V. Implement Outstanding Young Children Priority One Projects

- *Undertake joint projects at club, division and district levels*
- *Executing at least one Flagship Project in each Club*
- *Executing a District-wide YCPO Project*

