

DEVELOPING SHORT AND LONG TERM STRATEGIES FOR CLUB PLANNING

Your Kiwanis club is vital to the community - or at least it should be. By creating short and long term plans for your club, you'll be laying the groundwork to ensure its success and vitality - now and in the future - for your members and your community.

Education Leadership Module	“Developing Short and Long Term Strategies for Club Planning”
Distribution Date	Within the fourth quarter of the 2012/13 administrative year in accordance with the Committee Work Plan. Release date: August 1, 2013
Target Group	Club Presidents, Secretaries, Club Board members and all Kiwanians
Delivery Method	<ol style="list-style-type: none"> 1. Module and instructions to be sent electronically by the Governor to the Lieutenant Governors who will follow the Communication protocol of the EC&C District 2. Information from the module to be presented at the next Divisional Council Meeting by the Lieutenant Governor or his/her appointee 3. Module to be presented as an Education Item at a club meeting during each Kiwanis year 4. Module to be accessible through District website
Projected Outcomes	Each Kiwanis Club in every division will create or review an existing plan for their future early in the next Kiwanis year and update as required.
Outcome Metrics	Lieutenant Governor to follow up with clubs to confirm delivery of the module at the club level, completion of their creation or review of their existing plan, reporting outcomes to Governor by December of each year.

The Eastern Canada and Caribbean District Board of Trustees has created a Strategic Plan which contains 4 pillars which will guide us into the future. The 4 pillars are – Education, Membership, Growth and Retention, Visibility and Finance. The following information has been categorized under each of the four pillars and outlines short and long term strategies for club planning.

This information is intended as a general guideline only. To complement the development of your club plan, please refer to the plans developed by committees representing each of the 4 pillars.

SHORT TERM STRATEGIES

Action Item: Time needs to be built into your club's yearly program, at minimum, on a quarterly basis, to accommodate the delivery of information contained within the education modules created by the District committees to the membership. An educated member is more aware of and willing to participate in Kiwanis activities and more likely to remain a member.

Action Item: Each club should complete a club assessment, review the results and implement change as necessary.

Education Pillar

- Appoint an Education Chair for your club – report this to your LG and Governor
- Develop education goals for your club using the following criteria – **SMART goals are Specific, Measurable, Action oriented, Realistic and Time bound.**
- Education Chair or appointee to provide education sessions at least once a quarter for all members
- Ensure leaders of your club participate in yearly Club Leadership Education provided by KI and the District
- Encourage attendance at conventions
- Stress the importance of attendance at Divisional Council meetings – this is where club leaders and other interested Kiwanians can hear the most up to date information from KI and the District. Educational opportunities occur at every Divisional meeting which increases the knowledge of members.
- Motivate members to attend club board meetings to discover what it takes to run a club.
- Utilize tools available on the Kiwanis One web site – community analysis, club assessment, Planning your Club's Success etc.
- Embrace new ideas from members (including new members).

Membership, Growth and Retention Pillar

- Appoint a Membership, Growth and Retention Chair for your club – report this to your LG and Governor.
- Develop growth goals for your club on a yearly basis using SMART as your guide.
- Have your club executive elected for the coming Kiwanis year by MAY of the current year and have your Secretary notify KI of the election results (done on-line through the Secretary Dashboard on the Kiwanis One web site).
- Plan on-going membership drive initiatives throughout the year to seek out new possible members.
- Make induction ceremonies an important event in the new member's Kiwanis life. Make it meaningful and relevant. This can be the start of their education as a Kiwanian and development of a possible future club leader.
- Get your new members involved as soon as possible. An active member is a "happy member".

Visibility Pillar

- Appoint a Visibility Chair for your club – report this to your LG and Governor.
- Create yearly media goals for your club using SMART as your guide.
- Work at making contacts within your community paper, TV and other service clubs in the area.
- Keep your projects relevant to your community. Conduct a community analysis to see what new projects can be initiated. Stop doing the projects that are no longer providing a service.
- Conduct an annual club showcase displaying talents, projects and publications of the clubs in your division.

Finance Pillar

- Appoint a Finance Chair for your club – report this to your LG and Governor.
- Prepare the annual budget in a timely manner.
- Create a strategy so that members can meet their commitment of Dues Payment – an example is collecting \$10.00/month from each member starting in January of each year so that their commitment of KI and District dues can be met in December of every year. Another example is doing a fund raiser strictly devoted to dues payment.

LONG TERM STRATEGIES

Action Item: Create a long term strategic plan for your club so it remains viable into the future. Review the plan as necessary and make adjustments to it based on feedback from the membership.

Education Pillar

- Develop a succession plan for a 3 year period.
- Take time to mentor members to become leaders within your club.

Membership, Growth and Retention Pillar

- Conduct a skills analysis of members and then recruit persons with the skills that do not presently exist in your club.
- Embrace new initiatives offered by KI to accommodate new members such as Satellite clubs, Company based or Corporate membership, internet membership and the ability to use social media for club meetings.

Visibility Pillar

- Form partnerships with local media to enable you to share updates on what your club is doing within the Community and to become more visible.
- Wear Kiwanis clothing whenever possible at projects.
- Take every opportunity to promote Kiwanis in your everyday life. (one minute elevator speech)
- Seek out and brand a signature project within the Community so that the Kiwanis Club can be known for that specific project.

Finance Pillar

Plan your club's financial support over the term taking into account local support commitments as well as Kiwanis International's current worldwide service project - ELIMINATE.