

# Kiwanis International's Strategic Plan

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## What is a strategic plan?

Think of a strategic plan as an organization's road map: You can choose the roads you want to take, but the strategic plan ensures you reach your destination—your goals.

Kiwanis International's strategic plan is designed for each district and club to use as a guide to create their own plans and choose their own paths toward accomplishing common goals. The plan focuses on four goal areas—or priorities—that will help clubs, districts and our overall organization thrive for years to come as a positive force for good in the world.

## MEMBERSHIP & 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.

### Strategies:

- Increase membership
- Open clubs
- Develop leaders
- Increase the value of the member experience
- Invite and build with a service focus
- Build a strong network of local and global partners

## COMMUNITY IMPACT

**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.

### Strategies:

- Align relevant service with community needs
- Encourage the development of a [signature service project](#) in each club
- Empower and support growth in our Service Leadership Programs
- Encourage hands-on service projects

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## 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 songbook” 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.

### Strategies:

- Increase name recognition worldwide
- Increase knowledge of our mission
- Unify all Kiwanis brands
- Promote the Kiwanis vision and vivid description
- Promote signature service projects

## 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.

### Strategies:

- Exercise proper stewardship of resources
- Build a non-dues revenue base
- Simplify the organizational dues structure and processes
- Develop financial education
- Build the Kiwanis Children’s Fund

## OUR GLOBAL NETWORK

Kiwanis’ global network is larger than clubs and members. When we connect and collaborate with schools, hospitals, government, other nonprofits, corporations, foundations and others, Kiwanis—and the service we can provide to children—becomes an undeniable force for good in our communities. That means stronger communities that nurture their children. That means a bigger impact in the world.

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**Our motto:**

Serving the Children of the World

**Our vision:**

Kiwanis will be a positive influence in communities worldwide...so that one day, all children will wake up in communities that believe in them, nurture them and provide the support they need to thrive.

**Our vivid description:**

Kiwanis' global network includes a dynamic family of clubs, individual supporters, alumni, donors, NGO (non-government organization) partners and corporate sponsors. Every community around the world has an opportunity to participate in or benefit from a Kiwanis experience. Based on a legacy of service, our global network is dedicated to building community and improving lives by providing opportunities for service, fellowship, leadership and philanthropy according to local needs, cultures and member interests.

**Our defining statement:**

Kiwanis is a global organization of volunteers dedicated to improving the world one child and one community at a time.

How do you talk about Kiwanis? Our defining statement is the right place to start. The words were carefully chosen, because they explain exactly what Kiwanis is and what Kiwanians do around the world. Every day, Kiwanians serve their local communities and communities far from home. We are dedicated, and we give generously of our time and resources to help children. We make communities stronger by connecting many people and organizations together for a greater good.

Those 20 words open the door to a deeper conversation about what your club does in your town or across the globe. About what Kiwanis means to you. It's a conversation that opens the door to four more important words, "Won't you join me?"