

**Strategic Plan**  
**California-Nevada-Hawaii District**  
**Kiwanis International**

Dated August 11, 2016

**INSPIRATION GOAL:** Facilitate growth and increasing strength in the CNH family.

**STRATEGIES:**

- Grow membership by opening new, healthy clubs.
  - Create alternate meeting templates for clubs in order to provide flexibility to adapt the club meeting experience to best fit the culture for each club, e.g., 3-2-1, the K.I.S.S. Program (Kiwanis In Service & Social), or 3+1 = FUN.
  - Club Leadership Education (CLE) training conducted soon after a new club opens.
- Grow membership by strengthening existing clubs.
  - Request the Formula Team to develop workshop materials to support growth and strengthening all levels of the CNH Family.
  - Hold workshops at Regional Training Conferences and Mid-Year Conferences on how to mentor new members.
  - Publish a "Discover eBook: Mentoring New Members".
  - Improve succession planning by adding new members and retaining members through new leadership opportunities at the club, division, region and district levels.
  - Review for relevance of existing member satisfaction survey, modify as needed, make readily available to club leadership and encourage annual club self-assessments.
  - Establish community level partnerships with local organizations as a source of new members.
  - Encourage membership and community appreciation and recognition events at every opportunity throughout the CNH District.
  - Develop Discover eBooks: "Engaging parents of Student Leadership Program members to join Kiwanis" and "Incorporating Service Leadership Program members in the club meeting experience".
  - Identify orphaned Service Leadership Programs (SLPs) clubs and open new Kiwanis clubs to support them.

**Deliverables:**

- Alternative meeting templates for clubs.
- Workshop materials and eBooks to support growth and strengthening all levels of the CNH Family.
- Completed Club Assessments.

**Responsible group or individual:**

- CNH District Formula Team is responsible for leading club opening initiatives.
- CNH District Formula Team is responsible for working with individual clubs to strengthen club membership.
- CNH District formula Team is responsible for development of workshop materials on membership growth and strengthening.
- CLE trainers responsible for conducting training of newly opened Kiwanis clubs.

**IMPACT GOAL:** To provide member clubs with the resources to develop and execute meaningful community service.

**Strategy:**

- Nurture signature service project development at the Club, Division and District level.
- Ensure partnering of our Kiwanis Family members and community service organizations.
- Encourage clubs to update community analysis document and include in their end of year review renew cycle.
- Recommend change the composition and function of the Service Committee to be comprised of district leaders focused on the development of new and improvement of ongoing signature service projects district-wide.
- Develop criteria for Signature Service Project Awards that mirrors the Outstanding Newsletter Awards and publicly recognize clubs at DCON.
- Encourage public promotion of service projects incentivizing the development of Signature Service Project(s) through the creation of a district store certificate program.
- Develop presentation on Signature Service Projects for inclusion in Club Leadership Education (CLE) and workshops at Mid Year Conferences and District Conventions.

**Deliverables:**

- A published eBook of Signature Service Projects made available at the Mid-Years and District Conventions
- Monthly Service Saturday blogs on CNH district social media outlets.
- Formula Team presents an educational tract dedicated to "Club Impact" at conventions.
- CLE team works in conjunction with the Formula team to encourage club presidents complete a Club Impact Assessment prior to beginning their year of service.
- CLE team works in conjunction with the Formula team to promote club presidents meeting with their assigned club counselors to review their club impact assessments prior to beginning their year of service.
- CLE team works in conjunction with the Formula team to encourage Clubs to complete a Community Analysis and review with membership.

**Responsible group or individual:**

- Formula Team members lead educational tracts on Impact at conventions, compile and publish the eBook of Signature Service Projects, and provide district-wide leadership on Kiwanis International service project initiatives.
- Trustees provide ongoing training on Signature Project development at Regional Training Conferences (RTC).
- Lt. Governors nominate Signature Service Projects for awards at conventions and provide ongoing leadership and direction for clubs developing, facilitating and sustaining service projects.
- Club Counselors lead break-out session on Club Impact at CLE, meet with club presidents to review Club Impact Assessments and assist Presidents in developing individual Club Action Plans for the upcoming year.
- Incoming Club Presidents complete Club Impact Assessments and meet with Club Counselors.
- Service Committee and District Awards Committee develop criteria for awards.

**IMAGE GOAL:** To enhance the Kiwanis image district-wide.

**Strategy:**

Empower members and clubs district-wide with the training and tools they need to share Kiwanis' story as one, unified voice.

- Define a consistent Kiwanis identity for the District with emphasis on community service, i.e., "Serving Our Communities".
- Develop workshop materials and toolkit that has instructions and guidelines on how to implement the Image strategies for Clubs, Divisions, Regions and the District.
  - Toolkits disseminated at Club Leadership Education (CLE) and post on District website in the Club President Resource Box.
  - Promote presence a city gateway sign is posted every community that allows for gateway signage.
  - Encourage that Kiwanis logo is on the City Visitor Bureau, Chamber of Commerce, City Council, and any other city/township electronic public information boards.
- Public Relations Coordinator serves as point person for the District magazine, website, newsletter, and/or toolkits as appropriate.
  - Quarterly assess CNH Website and implement updates for:
    - Meeting Kiwanis and website branding guidelines and unify District Kiwanis Family Brand.
    - Development of a strategy for updating and keeping content up-to-date.
    - Simplify user interface for finding branding/training materials.
    - Promotion of CNH Signature Club/Division/District Projects.
- Develop external promotion method to share the message of Kiwanis via e-mail/text/Facebook with promotional content similar to the "Constant Contact" method.
- Implement marketing push on advantages of Club membership including opportunities for scholarships and community service.
- Develop a high school level competition for Service Leadership Program members produce a social media docu-drama of previous and current member's experiences.
- Publish the Monthly "Signature Service Blog".

**Deliverables:**

- Kiwanis "Re-Branding" workshop materials and toolkit for presentation at District Conventions, Regional Training Conferences, CLE, Division DCM and Club Programs.
- Promote Kiwanis signage posted in communities where allowed by September 30, 2017.
- District Website supports enhancement of our Kiwanis image including Kiwanis Family brand unification, promotion of signature service projects, up-to-date content and easy-to-find training materials.
- External-focused promotion of strategy/plan to leverage social media for Kiwanis messages and signature service projects.
- Docu-drama for Social Media on member experiences.

**Responsible Group(s) or individual(s):**

- The Public Relations Committee Chair will serve as the Public Relations coordinator for the CNH District.
- Request Education Committee and Formula Team develop the Image Toolkit and educational materials.
- Promote Lt. Governors verify gateway signage and include in club visit reports.
- District Public Relations Committee works with the District Service Committee to publish the Monthly "Signature Service Blog".
- District PR Coordinator facilitates celebration and highlights district services awards throughout the year.

**Investment Goal:** To ensure financial viability and responsible stewardship of all resources of the California-Nevada-Hawaii District.

**Strategy:**

- Identify and procure resources to fund the Rose Float so that it is sustainable.
- Develop partnership revenue to sponsor in part or all of District Conventions and Mid Year Conferences.
- Invest in strengthening and building membership initiatives.
- Promote clubs host a minimum of one Membership Open House each year.
- Promote the mantra "Strength in numbers".

**Deliverables:**

- Rose Float is fully funded by October 1 of the next float building cycle.
- Initiate business development activities to identify and secure sponsorship(s) for District Conventions and Conferences.

**Responsible group or individual:**

- Rose Float Committee is responsible for developing and implementing Rose Float fundraising plan and objectives.
- Executive Director leads efforts to obtain sponsors for District Conventions and Mid Year Conferences.