

## STRATEGIC PLAN FOR CAL-NEV-HA DISTRICT, 2018-2021

### A. Membership Growth

1. Increase membership in existing clubs by adding and retaining members.
  - (a) by use of inviting prospective members to new member events called open house or special guest day; and use of different types of membership with different dues structures;
  - (b) by engaging current members in club operations; and
  - (c) each division to be plus five (5) members on October 11 of each year.
2. Create new clubs that are sustainable.
  - a) to serve communities presently not served by Kiwanis including communities where a Kiwanis club has ceased to exist unless community no longer economically viable;
  - b) through use of club opening process where community leaders are identified, contacted and invited; and
  - c) provide new club and new member orientation training.
3. Financial Viability. Educate members and clubs on dues structure, including financial budgeting and fundraising training.

### B. Education

1. Resources. Create and provide resources and officer training which includes club leadership succession training with Club Leadership Education and convention seminars that teach nuts and bolts methods for membership growth.
2. Convention Attendance. Increase attendance at midyear and District conventions by having no less than two members of each club attend one convention each year.

### C. Service

1. Hours. Increase total service hours performed and reported by 5% each year;
2. Kiwanis Family. Enhance relationships with Sponsored Leadership Programs.
3. Foundation investment. Increase commitment to District and KI Foundations.

### D. Image

1. Communication. Better and clear communication within club and community.
2. Visibility. Outreach to community through presence in social media, use of publicity and signature projects. Each club shall have one signature project reported each year.