

**Kiwanis Cal-Nev-Ha Foundation**  
**Minutes - Strategic Planning Committee Meeting**  
**March 22, 2021**

Strategic Planning Chairman Bob Larsen called the meeting of the 2020-2021 Strategic Planning Committee to order at 4:00 p.m. via videoconference.

**Committee Members Participating:** Jennifer Chaves, Mike Fields, Pete Horton, Bob Larsen, Alan Quon, Dave Schmitt, and Craig Wallace

**Committee Members Not Participating:** Gary Jander and Roy Talley

Chairman Bob welcomed the members participating in the call and proceeded with the agenda.

Chairman Bob asked each committee member to list their top five goals for next year:

Jenn:

1. YES! Initiative - refocus our efforts on this campaign
2. Champions for Children - grow that base of donors
3. Triple Crown program - Develop ways to follow and engage with those donors, especially the Legacy members
4. "Meeting in a Box" - develop meeting materials for clubs/DCMs so we're not dependent on our board and ambassadors to make presentations
5. Dinner Anywhere - expand to allow prize to be redeemed anywhere in U.S. (not limiting to CNH)

Bob:

1. Fundraising - consider a hybrid event for 2022
2. Marketing and Communication - make our efforts more robust at all levels
3. Diversity - increase the diversity of our board
4. Grantmaking - prioritize applying for grants
5. Teach - how do new activities fit into the strategic plan; the strategic plan shouldn't fit into the activity but the activity should fit into the strategic plan

Mike:

1. Beef up the YES! Initiative outreach

Pete:

1. Introduce a new crowd-funding platform to be more relevant to SLP

Alan:

1. Fundraising Toolbox - rotate programs so we focus on certain programs one year and other programs in subsequent years

The Committee discussed focusing on our SLP training to gain outside donors and grants.

Bob suggested we develop a strategic plan for next two years and use it as a guiding document.

The Committee discussed using the appropriate tool for the audience we're trying to connect with.

Bob will send his top five goals to Jenn. The Committee will then review and add to the list or subtract from the list and then rank the goals from most important to least important.

The Committee will meet in two weeks to discuss the rankings. Staff will send a doodle poll for the next meeting.

As there was no further business, Chairman Bob thanked the members of the Committee and adjourned the meeting at 5:51 p.m.

Respectfully Submitted,



JENNIFER CHAVES  
Executive Director