CAPITAL DISTRICT KIWANIS INTERNATIONAL

Quarterly Committee Report & Committee Evaluation

Committee: Long Range Planning **Date:** 04/29/2021

Chairperson: Jerry Jones

To be completed by the Committee Chairperson and submitted to the District Secretary and supervising District Trustee no later than 21 days before each quarterly District Board Meeting.

1. COMMITTEE MEMBERSHIP

Committee fully staffed: Yes ☑ No ☐ [Note: Regions without representation below.]

2. KIWANIS YEAR GOALS (list all committee's annual goals)

GOAL	% Complete
1. Prepare a five (5) year and one (1) year plan setting out specific annual goals and objectives for the District during that period. The plans should be based on the plans submitted by the clubs and divisions.	75
2. Be the primary facilitator for the annual assessment conducted by the District Board in November. The Committee will develop assessment procedures and survey instruments, collect data, and make the results of the assessment available to the members of the District. Such assessment shall be based on the approved plans submitted by clubs, divisions, and the Committee.	0
3. Based on the assessment, revise the annual goals and add another year to the long range plan. The revised plan is to be distributed to District Board and Committee members annually in May.	100
4. Review recommendations from any committee for consistency with the long range plan and provide recommendations to the Board; these reviews shall include potential revisions to the District Long Range Plan.	100

3. **CHALLENGES OR ASSISTANCE NEEDED** (use continuation sheet if necessary):

4. **COMMENTS** (use continuation sheet if necessary):

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, and 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 for creating their own plans and choosing their own paths toward accomplishing common goals. The plan focuses on five 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.

https://www.kiwanis.org/clubs/member-resources/strategic-plan

The Capital District has chosen to use the Kiwanis International strategic plan, while also consulting the Capital District strategic plan of 2016. The Long Range Planning Committee has added suggested possible actions for clubs, divisions and the District to consider and adapt to their own use

SIGNED: Jerry Jones

February 8, 2012

Priority #1: Membership and Engagement
District Goal: To build, retain and support a growing Kiwanis membership directory

Strategies	Suggested Possible Actions
Prioritize Membership Growth and Retention for Existing Clubs	Explore alternative ways to hold meetings Utilize members strengths to keep them engaged Explore club mergers to better serve community Utilize corporate membership, where available Recruit spouses and family members Assign mentor to new members
Institutionalize New Club Growth in Every Division of Every District	Create an incentive program at district level Identify underserved areas in each division Utilize the ACE tools Continue the Region Membership Chair concept
Improve the Club Experience	Conduct survey of membership to determine THEIR needs Change formats, if necessary, based on survey Provide a process for members to voice ideas and concerns Have a variety of service projects and social events Develop a comfort level for future leaders Put members first, not club first
Maximize the Use of Technology for New and Existing Members	Utilize virtual meetings and train members on the HOW Conduct hybrid meetings, even after Covid
Keep Former Members Engaged as Supporters and Donors	Determine why members left If changes are made, recruit them back If appropriate, start a new club
Expand Successful SLP Programs for Growth	Educate clubs on what is an SLP Start a new SLP Recruit former SLP members as club members

Priority #2: Meaningful Service
District Goal: To perform meaningful service, with service to children as our priority

Strategies	Suggested Possible Actions
Considerations Pre- and Post-Pandemic	What have we learned during the Pandemic? What are we doing different now than Pre-Pandemic? What should we <u>continue</u> doing differently? Would we be more attractive to new members with virtual meetings and in person service projects or fundraisers? Use Zoom (or other) for planning: - Board meetings - Future service projects and fundraisers Ideas for individuals working independently supporting club projects by making contributions to "care packages", such as personal care items to Social Services or toiletry collections by Key Club members Virtual service projects and fundraisers Open service projects to community members by inviting club partners, SLP members and families, business owners, and parent/teachers groups to join online or in person Engage new members quickly with projects they can do safely at home Spread volunteers out over space or time so they can maintain safe distance
Focus on Effective and Impactful Community Service in Kiwanis Communities with Emphasis on Developing Signature Projects	Each club develop and advertise signature project(s) Use ACE tools (Achieving Club Excellence) Make sure service projects are relevant to community needs, which may suggest a community analysis What makes your club strong? What are weaknesses that are barriers? What are some opportunities for your club?

	Increase club service hours over previous year while adding 1-2 new service projects to fit community needs
Support and Strengthen Club Service Leadership Programs	Clubs increase service hours with SLPs Work with SLPs to re-establish membership and programs. Have virtual meetings of interest with SLPS. Support club interest in Key Leader and Teenager of the Year
Encourage Division-wide, Regional, and District-wide Service Projects Including Kiwanis Family	Interclubs include sharing of ideas and cooperating in service projects

Priority #3: Image

District Goal: to unify and promote the Kiwanis family image in the Capital District

Strategies	Suggested Possible Actions
Promote Kiwanis District Wide to Increase Recognition and Knowledge of Mission	Establish public relations committees or efforts in most clubs In a virtual world, invite speakers from anywhere and on any topic. Extend meeting invitation to SLP members.
Strengthen Communications to and among Kiwanis Family, Clubs and Individual Members	Use a wide variety of communication tools including social media to reach the public and among clubs and members, including facebook, instagram, twitter, or other social platforms which have different audiences than email. Send newsletters and meeting links to former members, guest speakers, community partners, etc, but only send meeting links to people you desire to attend (but not on public websites or webpages). Follow Kiwanis International guidelines regarding branding, images, and logos.
Make Public Aware of Signature Projects as well as Other Service Projects and Fundraisers	Promote signature projects

	Post photos and videos on social media pages Strengthen strategic partnerships

Priority #4: Investment - Financial Viability
District Goal: To ensure financial viability and responsible stewardship

Strategies	Suggested Possible Actions
Kiwanis Family Budget Balancing	Non-dues revenue sources from fundraisers, etc. Seek grants from corporate and community foundations Merchandizing Kiwanis branded/non-branded products Initial/recurring corporate sponsorships for events Consider alternate dues payment plans for members Provide seminars/educational sessions at cost Proceeds-sharing with other service clubs in events
Maintain and Grow Investments	Strategize leveraging funds with other funding sources Encourage endowments from members an others Conduct planned giving for interested individuals Solicit bequests as appropriate
Encourage Member Philanthropy	Make donations as an annual recurring event Encourage giving as truly supporting Kiwanis causes Members realize the actual results of their support
District Administrative Structure	Re-examine necessity of officer expenses reimbursements Re-analyze efficiency of current district structure Consider division/regional administrative costs Minimize costs-per-member via successful recruitment

April 2, 2021