

# Kiwanis

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## Planning Your Club's Success



This guide is a tool to help Kiwanis clubs establish long-term goals and annual goals that support their strategic plans. This guide will be helpful to track general club trends and steps to improve your club's member experience and service impact.

**A successful Kiwanis club is able to:**

- **Increase and sustain its membership base.**
- **Implement successful and meaningful service projects.**
- **Market Kiwanis and the club to its community.**
- **Inform members and enhance the member experience.**

**Membership information**

Club Excellence Tool score

Current membership	Male	Female	Average age	9/30 last year	5 years ago

**Membership experience**

1. What makes our club attractive to new members?
2. What keeps our current members involved?
3. What club customs should be changed to enhance the club experience for all current, new and prospective members?

**Service impact**

	Current	5 years ago
Total count of Sponsored Service Leadership Programs		
Total count of Service projects		
Total count .of Service hours/month		
Monetary amount invested in the community		

1. What service projects does our club need to keep doing?
2. What service projects does our club need to stop doing?
3. What service projects does our club need to start doing?

## Goal setting

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Set long-term goals to drive your club's focus for the next three to five years. Each year, concentrate on achieving no more than two or three priority goals. Align your club's annual goals with its long-term goals. Be sure to include the areas of membership growth, member education, community service and marketing and public relations.

Establish goals that are SMART (specific, measurable, action oriented, realistic and time bound). For example:

Goal: *Increase the number of service hours provided to the community by 10 percent by September 30, \_\_\_\_\_.*

Specific: *10 percent*

Measurable: *October 1, \_\_\_\_\_ service hours compared to September 30, \_\_\_\_\_ service hours (may use monthly report to gather data)*

Action oriented: *Identify action steps needed to complete each goal. (Select a service chairman, organize service projects, encourage all members to participate in the service activities, and recruit more members to contribute to more service).*

Realistic: *Increase of 10 percent of service hours is very realistic; the club members can believe in the attainable goal.*

Time bound: *Reflected in the September 30 deadline date.*

Helpful hints:

- Keep your goals visible. Display them at club meetings using charts or graphs.
- Develop a club "vision team" to establish long-term goals.
- Get new members involved with the action steps. Keep the approach fresh.
- Involve future leadership in goal setting.
- Review progress toward club goals at each board of directors meeting.

Now it's your turn. Use the space provided on the back to establish goals for your club.

**Our overall long-term (3- to 5-year) goals are:**

Goals:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

The club's goals for the administrative year \_\_\_\_\_ (i.e. 2012-13) are:

\_\_\_\_\_

Action: \_\_\_\_\_

Target date: \_\_\_\_\_

Person responsible: \_\_\_\_\_

\_\_\_\_\_

Action: \_\_\_\_\_

Target date: \_\_\_\_\_

Person responsible: \_\_\_\_\_

\_\_\_\_\_

Action: \_\_\_\_\_

Target date: \_\_\_\_\_

Person responsible: \_\_\_\_\_

For more resources and information contact Kiwanis International Member Services by calling 1-800-KIWANIS (toll-free number, US and Canada only) or +1-317-875-8755, ext. 411, by e-mailing us at [memberservices@kiwanis.org](mailto:memberservices@kiwanis.org) or visiting [www.KiwanisOne.org](http://www.KiwanisOne.org).