



CLUB VISION GUIDE

PURPOSE: To help define your club's purpose and values — what it does and why it exists — and create a clear, concise vision to guide the decisions of club leaders and members. This vision will help your club deliver the “wow” that makes members enthusiastic about bringing other people into the club.

AUDIENCE: Board members and general membership. Club coach, where applicable.

FREQUENCY: Every 5 to 10 years — or any time the club or community has experienced significant changes or achieved their vision — set aside a meeting or two for members to discuss what your Kiwanis community is.

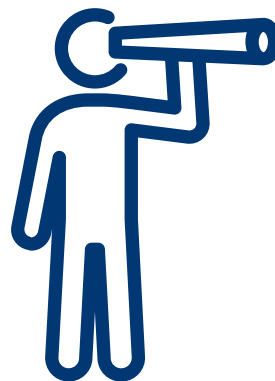
INSTRUCTIONS

1. Provide a printed copy of the club vision worksheet to each member. Give them three to four minutes to list the top five things they expect of an excellent club member. Individual input is important — it assures that everyone gets an equal voice.
2. Group members in teams of three or four to determine their top 10 expectations of an excellent club member (with about five minutes of deliberation).
3. Consolidate these expectations into a top five list. (Use an easel pad.) If you can only get the list down to seven to nine expectations, go on to what an excellent club does for their members.
4. Place the lists on the wall next to each other. Give time to resolve any conflicts or gaps.
5. Cross-reference both lists to ensure that the club supports the members — and the members support the club. For example, if members are expected to take leadership positions, the club needs to provide leadership opportunities.
6. After you've set expectations, keep them visible by posting and discussing the lists during meetings. Use the club newsletter and website to keep all expectations front-of-mind for members and club leaders alike.

YOU CAN NOW USE YOUR VISION TO:

Your club's vision is the front cover to your club's story. It needs to be used to focus your club activities within the community and guide your visibility efforts.

- Brand the club's identity. Custom logo requests are available at [kiwanis.org/branding-marketing](https://www.kiwanis.org/branding-marketing).
- Align your club's signature project with your vision. If it doesn't, you may want to rethink your vision or your signature project.
- Offer clarity to potential members and partnering organizations.
- Help the club set goals and priorities.
- Guide members and leaders toward decisions about service, fundraising and signature projects.
- Create a succinct way to describe Kiwanis when recruiting new members.





CLUB VISION WORKSHEET

TOP 5 THINGS WE EXPECT OF A MEMBER:

1. _____
2. _____
3. _____
4. _____
5. _____

TOP 5 THINGS A MEMBER EXPECTS OF THE CLUB:

1. _____
2. _____
3. _____
4. _____
5. _____

DEFINE OUR COMMUNITY

By defining the community we serve, we can focus on how to make an impact in our constituents' lives and clearly articulate our club's vision.



WHO do we want to serve?

1. **Age** (example: children under 5 years). _____

2. **Abilities** (example: wheelchair users). _____

3. **Socioeconomic conditions** (example: children who receive free lunch at school). _____





4. Others. _____

WHAT should the boundaries of our focus be? Consider:

1. **Geographical** — do other clubs share your geographical boundaries? (example: San Jose city limits). _____

2. **Socio-economic** (example: area with subsidized housing). _____

3. **Location of members** (example: internet club with members around the world — each member’s own backyards.)

4. Others. _____

DEFINE OUR AREAS OF SUPPORT

What area of need does our club want to focus on? (Examples: health, literacy, food and/or clean water insecurity, leadership development, etc.)

How do we want to impact this area?

