

# YOUR CLUB'S STRATEGIC PLAN

## Strategic area 1: Membership and engagement

*Build, retain and support a growing Kiwanis membership network.*

Kiwanis strategic focus	Our club strategic plan
<b>Intent</b> Grow and retain engaged members who feel connected and valued.	<b>Current membership count:</b> _____ <b>Membership goal by year end:</b> _____
<b>Key outcomes</b> <ul style="list-style-type: none"> <li>• Member growth</li> <li>• Strong onboarding</li> <li>• High engagement</li> </ul>	<b>Club membership goals (choose up to 3):</b> 1. _____ 2. _____ 3. _____
<b>Recommended emphasis</b> <ul style="list-style-type: none"> <li>• Welcoming culture</li> <li>• Mentorship</li> <li>• Meaningful involvement</li> </ul>	<b>Strategies we will use:</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Guest events</li> <li><input type="checkbox"/> Mentor program</li> <li><input type="checkbox"/> Member check-ins</li> <li><input type="checkbox"/> Engagement survey</li> <li><input type="checkbox"/> Other: _____</li> </ul>
<b>Measurement</b> <ul style="list-style-type: none"> <li>• Net growth</li> <li>• Retention rate</li> </ul>	<b>How we will measure success:</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Membership numbers</li> <li><input type="checkbox"/> Attendance trends</li> <li><input type="checkbox"/> Participation in projects</li> </ul>

**Responsible leader(s):** \_\_\_\_\_

**Board check-in dates:** \_\_\_\_\_



**Kiwanis**

Updated 2026

## Strategic area 2: Leadership and education

*Develop competent, confident and caring leaders across the Kiwanis family.*

Kiwanis strategic focus	Our club strategic plan
<b>Intent</b> Prepare leaders who are ready, supported and confident.	<b>Current leadership strengths:</b> _____
<b>Key outcomes</b> <ul style="list-style-type: none"> <li>• Officer readiness</li> <li>• Leadership pipeline</li> <li>• Trained volunteers</li> </ul>	<b>Leadership development goals:</b> 1. _____ 2. _____
<b>Recommended emphasis</b> <ul style="list-style-type: none"> <li>• Training</li> <li>• Mentoring</li> <li>• Coaching</li> </ul>	<b>How we will develop leaders:</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Officer training</li> <li><input type="checkbox"/> Committee chair coaching</li> <li><input type="checkbox"/> Leadership mentoring</li> <li><input type="checkbox"/> District resources</li> </ul>
<b>Measurement</b> <ul style="list-style-type: none"> <li>• Willingness to serve</li> <li>• Prepared leaders</li> </ul>	<b>How we will measure growth:</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Leadership bench strength</li> <li><input type="checkbox"/> Smooth officer transitions</li> </ul>

**Responsible leader(s):** \_\_\_\_\_

**Leadership review timeline:** \_\_\_\_\_



**Kiwanis**

Updated 2026

## Strategic area 3: community impact

*Perform meaningful service, with service to children as our priority.*

Kiwaniis strategic focus	Our club strategic plan
<b>Intent</b> Deliver service that meets real community needs, especially for children.	<b>Key community needs identified:</b> _____ _____
<b>Key outcomes</b> <ul style="list-style-type: none"> <li>• High-impact service</li> <li>• Member involvement</li> <li>• Child-focused impact</li> </ul>	<b>Club service goals:</b> 1. _____ 2. _____
<b>Recommended emphasis</b> <ul style="list-style-type: none"> <li>• Signature projects</li> <li>• Partnerships</li> <li>• SLP support</li> </ul>	<b>Service strategies:</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Signature project</li> <li><input type="checkbox"/> SLP support</li> <li><input type="checkbox"/> New partnership</li> <li><input type="checkbox"/> Expanded participation</li> </ul>
<b>Measurement</b> <ul style="list-style-type: none"> <li>• Service hours</li> <li>• People served</li> </ul>	<b>How we will measure impact:</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Total service hours</li> <li><input type="checkbox"/> Participation rate</li> <li><input type="checkbox"/> Community feedback</li> </ul>

**Responsible leader(s):** \_\_\_\_\_

**Service review dates:** \_\_\_\_\_



**Kiwaniis**

Updated 2026

## Strategic area 4: Financial viability

*Ensure financial viability and responsible stewardship.*

Kiwaniis strategic focus	Our club strategic plan
<b>Intent</b> Maintain strong financial health and transparency.	<b>Current financial snapshot:</b> <input type="checkbox"/> Stable <input type="checkbox"/> Needs attention
<b>Key outcomes</b> <ul style="list-style-type: none"> <li>• Balanced budget</li> <li>• Sustainable fundraising</li> <li>• Responsible oversight</li> </ul>	<b>Financial goals:</b> 1. _____ 2. _____
<b>Recommended emphasis</b> <ul style="list-style-type: none"> <li>• Clear budgeting</li> <li>• Oversight</li> <li>• Accountability</li> </ul>	<b>Financial strategies:</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Annual budget review</li> <li><input type="checkbox"/> Fundraising plan</li> <li><input type="checkbox"/> Financial audit/review</li> </ul>
<b>Measurement</b> <ul style="list-style-type: none"> <li>• Budget adherence</li> <li>• Timely reporting</li> </ul>	<b>How we will measure success:</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> On-time reporting</li> <li><input type="checkbox"/> Balanced budget</li> </ul>

**Responsible leader(s):** \_\_\_\_\_

**Financial review timeline:** \_\_\_\_\_



**Kiwanis**

Updated 2026

# Strategic area 5: branding and image

*Enhance the Kiwanis image and brand worldwide.*

Kiwanis strategic focus	Our club strategic plan
<p><b>Intent</b> Increase awareness and understanding of Kiwanis in our community.</p>	<p><b>Current visibility level:</b>  <input type="checkbox"/> Strong <input type="checkbox"/> Moderate <input type="checkbox"/> Needs improvement</p>
<p><b>Key outcomes</b></p> <ul style="list-style-type: none"> <li>• Strong brand recognition</li> <li>• Positive public image</li> </ul>	<p><b>Branding &amp; image goals:</b></p> <p>1. _____</p> <p>2. _____</p>
<p><b>Recommended emphasis</b></p> <ul style="list-style-type: none"> <li>• Storytelling</li> <li>• Consistent messaging</li> <li>• Community presence</li> </ul>	<p><b>Visibility strategies:</b></p> <p><input type="checkbox"/> Social media</p> <p><input type="checkbox"/> Media outreach</p> <p><input type="checkbox"/> Community events</p> <p><input type="checkbox"/> Club storytelling</p>
<p><b>Measurement</b></p> <ul style="list-style-type: none"> <li>• Awareness</li> <li>• Engagement</li> </ul>	<p><b>How we will measure success:</b></p> <p><input type="checkbox"/> Engagement metrics</p> <p><input type="checkbox"/> Community recognition</p>

**Responsible leader(s):** \_\_\_\_\_

**Visibility review dates:** \_\_\_\_\_



**Kiwanis**

Updated 2026

## Strategic snapshot (one-page summary)

Strategic area	Top priority	Leader(s)	Target date
Membership & engagement			
Leadership & education			
Community impact			
Financial viability			
Branding & image			

## President's commitment

This strategic plan will guide our board's decisions and be reviewed regularly to ensure alignment with Kiwanis priorities and our club's mission.

President signature: \_\_\_\_\_

Date: \_\_\_\_\_



**Kiwanis**

Updated 2026