

**The Strategic Plan
for
The Kiwanis Club of Richmond
2020-2025**

**Prepared by
The Strategic Plan Committee**

The Kiwanis Club of Richmond

The Strategic Plan

2020-2025

Committee Members

Harry Harris, Chair

Robert Bolling

Barbara Dickinson

Jim Donahue

Don Lecky

Clay Macaulay

Andrew Price

Charlie Tribble

Bruce Tyler

Membership and Engagement

<p>Goal: To build, retain and support a growing and diverse Kiwanis membership</p> <p>Strategies:</p>	<p>Committee(s) Responsible</p>
<p>Increase and build a diverse membership: Establish the Diversity Committee; Target and recruit from diverse organizations; Consider innovative recruitment initiatives (M3); Reach out to past members to rejoin; Follow the Membership Committee Action Plan (Don Lecky);</p>	<p>Diversity, Recruitment, Orientation & Retention, Satellite Club</p>
<p>Retain Existing Members: Mentoring program, recognition of member accomplishments, member fellowship and networking, Satellite clubs;</p>	<p>Orientation & Retention, Concern, Satellite Club, Speakers, Fellowship, Club Communication, Interclubs</p>

Membership and Engagement

<p>Goal: To build, retain and support a growing and diverse Kiwanis membership</p> <p>Strategies:</p>	<p>Committee(s) Responsible</p>
<p>Develop Club Leadership: Nurture promising candidates;</p>	<p>Diversity, Orientation & Retention, Club President, Nominating Committee</p>
<p>Focus on service to attract and involve new members and to strengthen our club: School Projects, marathon, golf tournament, Feedmore, Key Clubs, CKI;</p>	<p>School Projects, Established & Developing Projects, Service Leadership</p>
<p>Celebrate our Accomplishments: PR, Social Media, Print Media, member recognition;</p>	<p>Public Relations, Club Communications</p>
<p>Build a strong network of partners: Blue Sky Fund, CHAT, Relationship Foundation, Children’s Hospital, Richmond Public Schools, other;</p>	<p>School Projects, Established & Developing Projects, Service Leadership</p>

Community Impact

Goal: To perform meaningful service, with service to children as our priority Strategies:	Committee(s) Responsible
Support and grow our Service Leadership Programs (Key Clubs, CKI);	CKI VCU, Key Clubs, Service Leadership
Align service with community needs (school projects, our partners);	School Projects, Established Projects, Developing Projects
Enhance and celebrate our work in the schools and build on its success;	School Projects (Adopt-A-School)
Encourage hands-on service projects (Marathon, Children's Hospital, Feedmore/Salvation Army, Virginia Voice, Schools, and new opportunities);	Established Projects, School Projects, Developing Projects
Start or support other SLP's (K-Kids, Builder's Clubs, Aktion Clubs)	Service Leadership, Diversity Committee

Our Kiwanis Image

Goal: To enhance the Kiwanis image in our community Strategies:	Committee(s) Responsible
Increase name recognition and market penetration;	Communications & Technology, Public Relations
Increase knowledge of the Kiwanis mission both internally (club members) and externally (community);	Speakers, Public Relations, Communications, Orientation, Interclubs
Update our branding, website, and marketing materials;	Communications, Public Relations
Initiate a dynamic Marketing Campaign (see Bruce Tyler's proposal) and establish a budget for same;	Communications, Public Relations, Membership
Promote all projects through social media, print media, virtual meetings and public relations activities;	Communications, Public Relations, Speakers

Financial Viability

Goal: To ensure financial viability and responsible stewardship Strategies:	Committee(s) Responsible
Exercise proper stewardship of resources;	Funds Management
Provide transparency of all club expenditures;	Club Treasurer, Finance Review Committee
Build the club Foundation Funds through the Annual Appeal, and evaluate other fund-raising opportunities;	Foundation Treasurer, Development, PR
Use the club Foundation Funds position to sell potential member prospects on the strength of club's finances;	Development, Investments, Membership
Establish realistic budgets for funding Kiwanis projects.	Foundation Partnership, Committee Chairs, Satellite

Action Plan

- Using the Strategic Plan, each Committee shall determine action steps, budgets, target dates, and establish responsibilities for accomplishing the plan's goals.
- Committee Chairpersons shall communicate their proposed action steps and progress to their Directors.
- Each Director shall monitor and report on the progress of their committees to the Board and Executive Committee.
- The Board of Directors shall review the progress of the plan each month to determine its effectiveness in achieving the goals proposed.