Kiwanis I-Plan 100 presentation is designed to get us excited about our next 100 years of service to our children and our communities.

(Introduce yourself and your role with Kiwanis and your role with the retreat)
(Cover any logistics such as agenda, where we’ll eat, breaks, bathrooms, phones off, set of documents provided that we’ll look at later)
As we begin on our path to the next 100 years it’s important to take a journey back to 2012 where the planning for today actually began. In January of 2012 the KI Board began collecting the strategic plans from all parts of our Kiwanis family in order to align them all into one organizational strategic plan.
Our organizational goal was to have every part of Kiwanis progress efficiently from Point A to Point B, whether that was at the club level worldwide, to the Kiwanis International Foundation, to Circle K and to Key Club and every level in between.

We hoped to find that all of our plans accomplished similar goals and were beautifully in sync.
Unfortunately what we found was that each year at each level of Kiwanis we progressed more like this. Many levels had no plans at all, others plans were simply to survive and in the majority of the plans and end product goals changed every single year. In today’s rapidly changing environment we realized we need to operate much differently if we wish to thrive for the next 100 years.
NOW our Kiwanis organizational goal is to have every part of Kiwanis family using the I-Plan to progress efficiently from Point A to Point B, with sets of goals and action plans that are unique to their area and support the four priorities, all moving in a similar direction, perhaps getting there in slightly different ways. Yet all heading to the same place. Together.
We also realized that if we wish to move the cause of children’s needs along in the communities we were going to need help. As the old African proverb says, “If you want to go fast, go alone. If you want to go far, go together.”
We needed to “begin with the end in mind.” And that “end” was determined to be a stronger, more viable Kiwanis organization that provided more effective service to children in communities across the world. As a board we regrouped and hired a consulting company to help us gather the information we needed to create our plan for the future.
They also conducted personal interviews and focus groups with both Kiwanis and non-Kiwanis participants worldwide to find out what is important in today’s world regarding our focus, our delivery and our cause. January of 2013 the board began taking all that information, creating a new vision and putting it all together in a new and vibrant direction.
Our new overall plan, called the I-Plan, was KI board approved in April 2014. It was presented to the governors at the international convention in 2014 and then work began with other parts of the Kiwanis family via the Kiwanis International Foundation, Kiwanis International European Federation, Asia-Pacific, Key Club International, Circle K International and continues to date. Right now we are beginning the process of district development. We hope to have all districts and clubs onboard with our new plan within 2 years.

(the overall plan with the four I’s should take us through 2021.)
Ladies and Gentlemen, may we present the Kiwanis I-Plan, our one plan to start us on our next 100 years of service to children and communities worldwide.

Why is it called the I-Plan?

Because I am responsible for my Kiwanis experience.

I am responsible for my own club and my own community.

I am responsible for strengthening my own club.

I am responsible for sharing Kiwanis with other children and other communities.

I am the one who can make us vibrant, vital and alive!

I own my part of all this.

AND there are 2 I’s in Kiwanis...meaning we’re in this together.

So let’s see what the I-Plan has in store for us.
With all this in mind just what will the future of Kiwanis look like?

Welcome to the I-Plan

(Show video...Kiwanis’ Overall I-Plan video 1:31 minutes in length)
https://vimeo.com/151796014

These four priorities add up to a stronger Kiwanis and a better world everywhere.
Since 2005 our Motto has been Serving the Children of the World and that has stayed the same. Think about it, how do YOU and YOUR club serve the children of the world?
Our defining statement remains with one difference, from “changing” to “improving.” Our defining statement...Kiwanis is a global organization of volunteers dedicated to improving the world one child and one community at a time.
Our vision took a bit of heavy and robust conversation on our board’s part. We believe our worldwide presence is important and needed...now more than ever.

Our vision: Kiwanis will be a positive influence in communities worldwide...so that one day, all children will wake up in communities that believe in them, nurture them and provide the support they need to thrive.

What a most noble cause. Isn’t that a proud vision, one which you can wrap your arms around?
So how do we see our future?

Our global network includes a dynamic family of clubs, individual supporters, alumni, donors, NGO* partners and corporate sponsors.

Every community around the world has an opportunity to participate in or benefit from** a Kiwanis experience.

Based upon a legacy of service, this global network is dedicated to building community and improving lives by providing opportunities for service, fellowship, leadership, and philanthropy according to local needs, cultures, and member interests.

Again, this paints a vibrant future for Kiwanis worldwide, a future that starts right in your very own club.

As Kiwanis works toward the organization this describes, what will we hear people saying about us?

(*NGO= non-governmental organizations—name for non-profits outside the US
**Participate in or benefit from= may have a Kiwanis club presence or may have received support from a club such as vaccinations for Eliminate, etc.)
After much deliberation we have centered our efforts in four ‘I’ priority areas.

- **Inspiration**: representing our membership and engagement
- **Impact**: addressing meaningful service
- **Image**: expressing our Kiwanis image and brand
- **Investment**: addressing our financial viability

All four of these are important and needed at every level. Each priority area supports the other three!
Woven throughout the plan you’ll see four important concepts as well.

The first is the formation of a Kiwanis network of service. In order to improve the lives of children and communities we will need others to help us. This network of service will help us expand our service with extra hands and extra resources. It’s here that Kiwanis can become the catalyst for positive change in our communities by pulling all interested parties together in a common goal.

The second is the concept of the Kiwanis community. So what does a Kiwanis community look like? We see it as a local network of Kiwanis family clubs, supporters, donors, SLP alumni, for-profit and not-for-profit organizations, and others including governments, educational institutions and others that work together under the Kiwanis name to deliver meaningful and impactful service for youth and children to a defined local community. Our Kiwanis network helps lead to a Kiwanis community.

The third concept is that of a signature project in each of our clubs. A signature project is 1) annual or reoccurring, 2) high impact (the project should have a demonstrable positive impact on the community measurable in monies raised, children served, flags hung, playgrounds built, etc.), 3) brand-enhancing (the project should be designed to elevate the brand identity of Kiwanis in the local community with opportunities for public relations activities such as Kiwanis naming rights, media inclusions, etc.), and 4) is membership focused (should support opportunities to strengthen membership and develop new partnerships).

And the last concept involves our Service Leadership Program participants. It’s time for us to recognize these young leaders and our other K family members as our “partners” in service. The Kiwanis Service Leadership Programs clubs and members, including K-Kids, Builders, Key Club, Circle K and Aktion Clubs need to be recognized and appreciated as full-fledged partners in service as part of the global and community Kiwanis networks.
Here’s is what that looks like on a larger scale.

When clubs see all four priorities as important and begin to build success right into the way they do business we will have a WIN on our hands.

Then when we see a need and design a solution we begin to invite others in to join us. That might be other foundations, schools, the local chamber of commerce, other non-profits, hospitals, governmental organizations, corporations, alumni and donors and the result (light blue ring with children and community on it) is happier, healthier communities on a local level.

(darker blue ring) Yet is doesn’t stop there. We believe the short and long term impact of our I-Plan’s collaborative efforts will be reflected on a global impact. Kiwanis can be the catalyst for positive changes worldwide!

With these kinds of contacts and partnerships this is where a club, district, and international organization thrives for years to come. This is where we make communities stronger by connecting many people and organizations together for a greater good.

The I-Plan and the implications it holds for our next 100 years is another 100 year celebration gift that we can give the world...ensuring that Kiwanis will flourish for the next 100 years to improve the lives of children worldwide.
Let’s go back and look at our plan in more depth this time around. We’ll go through this review and preview of what KI is planning and then you’ll work with your district to start work on your plan.

Priority: Inspiration-Membership

Our goal is to build, retain and support a growing Kiwanis membership network.

So what is the goal is your district? It may very well be the same with the addition of your district name.
Let’s begin with membership.

(show video)
https://vimeo.com/151795963

Being part of Kiwanis means being part of a massive force for positive change in the world.
And let’s remember the strategies KI has created at the top level to build, retain and support our growing Kiwanis membership network.

Here are some ways: (go through these fairly quickly as it’s a review and they have them in their brochure)

The Formula
- Increase membership
- Open clubs
- Develop leaders
- Focus on service to invite new members, strengthen clubs and open clubs
- Build a strong network of local and global partners

Develop leaders (and that’s leaders at all levels)
Focus on the I-Plan. This will improve the member experience as well as create a leadership pipeline at multiple levels.

Focus on service to invite new members, strengthen clubs and open clubs
- Recruit and build with a service focus (these networks are designed to make a positive difference from the start)
- Increase the value of the member experience

Build a strong network of local and global partners (partners in service as well as funding)
One of our accelerators for the I-Plan is to use real data to determine direction. Here are our numbers which were updated November 16, 2015. As you can see our number of Kiwanians have dropped below the 200,000 mark and that represents not only a loss of members, but a loss of hands and hearts to serve our children and communities.

(Note: these are last year’s number just added here for facilitator reference, if asked)

<table>
<thead>
<tr>
<th>Organization</th>
<th>Members</th>
<th>Clubs</th>
<th>Nations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kiwanis</td>
<td>203,703</td>
<td>7,231</td>
<td>81</td>
</tr>
<tr>
<td>Aktion Club</td>
<td>12,472</td>
<td>512</td>
<td>10</td>
</tr>
<tr>
<td>CKI</td>
<td>13,911</td>
<td>433</td>
<td>15</td>
</tr>
<tr>
<td>KCI</td>
<td>270,217</td>
<td>5,202</td>
<td>34</td>
</tr>
<tr>
<td>Builders</td>
<td>45,900 est</td>
<td>1,530</td>
<td>18</td>
</tr>
<tr>
<td>K-Kids</td>
<td>35,160 est</td>
<td>1,172</td>
<td>8</td>
</tr>
<tr>
<td>Associate</td>
<td>46,939</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
And specifically what are we doing to move membership forward? What operational/tactical steps have we taken at the international level to support membership at the club level?

In October 2013 we launched our global campaign for growth. It was launched as the crisis part of our I-Plan knowing we needed to address membership concerns immediately and it ran concurrently while we planned the rest of the priorities. Now called the Formula it has been a key piece of our I-Plan from the very beginning to take us solidly into the next 100 years.

Our 5 year goals for the Formula are to:
- Develop a leadership structure with 2,700 additional leaders
- Expand Kiwanis’ impact to 1650 new communities. OPEN CLUBS-our data shows us that’s the only way to really grow. We need to keep opening clubs!
- Inspire and equip clubs to be stronger by an average of net 10 members

We have committed considerable financial and human resources to support these membership efforts.
We have changed staffing to better support the efforts at the local club level.
We are sharing best practices worldwide and making them easily accessed electronically.
We are strengthening clubs for a better value for our members and for the communities as a whole.
We are improving all our educational offerings to directly align with the I-Plan, better ensuring that our leaders know and support all facets.
From the Formula standpoint we need to LOVE it! SHARE it! LIVE it!

We hope that you are coming in with strong Formula goals for your district already. Take a look at the membership statistics, number of people you have in your infrastructure (do you have enough people, do you have the right people) and decided your own strategies for making it better.

Take a look at the data presented regarding our LG positions and plan strategies that will groom, support and enhance your incoming leaders who will in turn help strengthen the Formula’s success.
How else are we growing our network? These are two of our new partnerships. JCI (formerly Junior Chamber International) and Sister Cities International offers us some unique opportunities to partner for new members and new clubs.
At the Kiwanis International level we’ll track our progress on these action steps by monitoring:

- Number of members
- New member adds each month
- Average number of members per club
- Total number of clubs
- Number of new clubs
- Number of members of The Formula infrastructure

Metrics

- Number of members
- New member adds each month
- Average number of members per club
- Total number of clubs
- Number of new clubs
- Number of members of The Formula infrastructure
Priority: Impact—Meaningful Service

Our goal is to perform meaningful service, with service to children as our priority.

Remember, this is a huge philosophical and functional shift for Kiwanis. While our motto is Serving the Children of the World we haven’t always focused on children’s needs in our clubs. So how will we make this change?

And what will the impact goal be in your district?
Yesterday we introduced the I-Plan and just like the puzzle it takes many pieces in the right place to give you the picture you want. We’ve looked at Inspiration. Let’s take a look at our next I, Impact.

(show video)
https://vimeo.com/151795804

When we work together we build communities, change lives and leave a lasting impact on the world.
<table>
<thead>
<tr>
<th>Strategies for Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Empower and support growth in our Service Leadership Programs</td>
</tr>
<tr>
<td>Align relevant service with community needs</td>
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<tr>
<td>Encourage the development of a signature project in each club</td>
</tr>
<tr>
<td>Encourage hands-on service projects</td>
</tr>
</tbody>
</table>

If you recall, these are KI’s strategies for making this change happen.

(Again, go through these relatively quickly)

Empower and support growth in our Service Leadership Programs

Align relevant service with community needs. From the KI perspective we are really emphasizing finding what the community really needs, not what you THINK the community needs.

Encourage the development of a signature project in each club

We plan to maximize our use of technology to support Kiwanis community networks and signature projects.

We plan to maximize our internal and external resources to support networks, signature projects and partnerships

Encourage hands-on service projects
What specific steps are we taking?

The first and foremost is our Eliminate Project. As we move into the fulfillment phase of the project it’s imperative we build that support at every level for paying pledges. This is one of our most meaningful and impactful projects and we need to keep the fulfillment portion foremost as we put our tactical plans together.

(Note: data as of 11-16-15; funds raised updated 02-23-2016)

What...
Most of those children's projects and programs reported by Kiwanis clubs fall into one of two categories. Learning children includes literacy projects, school supplies, and support of schools and school activities. Active children includes sports and recreation, bicycle and water safety, summer camps, nutrition, and addressing child health.

But, the critical aspect of our work for children is young children. Healthy pregnancies and infant care, immunizations and vaccinations, proper nutrition for mothers and babies - and The Eliminate Project - are all programs our clubs support, because young children grow to become active, learning children.
And no plan would be complete without our service partners. Many of our clubs have signature projects with these organizations and causes.
We’ll track our progress on these action steps by monitoring:

- Number and type of signature project
- Youth impacted
- Dollars raised
- Dollars spent/given back to the community
Priority: Our Kiwanis Image

Our goal is to enhance the Kiwanis image worldwide.

(read from slide)
Image matters.

Let’s spread the word about the good work we do.

Our image is anything people think or feel about us when they see our logo, our wordmark, hear our name or see a Kiwanian in action.

It’s a reflection of who we are, how we act, what we say, what we print, how we respond.

Everything we think, say and do is creating our Kiwanis image.

It’s what differentiates us from other people and other organizations.
How do we change our image from one of old white guys sitting around smoking cigars, having lunch and talking about helping the poor kids to one of a vibrant organization comprised of people who want to do good things for their communities and their children.

Here’s where we’ll start at the KI level to enhance our image.

(run through quickly)

Increase name recognition worldwide. One way we will be doing that is through an external branding campaign. (we’ll talk about that in a minute)

Increase knowledge of our mission, both internally and externally.

Unify all Kiwanis brands. No longer will we have Key Clubbers who don’t know Kiwanis. Or people that think Kiwanis is an airline.

Promote the Kiwanis vision and vivid description as supported by the Objects of Kiwanis. As with our first 100 years, our next 100 will be built and lived within the values we hold dear as Kiwanians, our Objects of Kiwanis.

And lastly, we will enhance our image by promoting our signature projects.
Why do we need a refresh and refocus here? Because we have multiple identities! And with all these identities, at the end of the day we have no real identity.
And here is our new, refreshed look. Easy on the eye, easy to identify, and easy to remember.
Another resource you’ll find helpful in terms of our new branding priority can be found on www.kiwanis.org/kiwnaisone. You’ll see at the top right a tab that says “Promote Your Club”—when you are looking for communications tools, templates and key messages, this is the first place to turn. You’ll find a page like this that lays out all the resources available to you. This is also where we keep an updated Just The Facts sheet.

In the meantime you’ll also find a downloadable brand guide on our website and access to our logo in any format you might need. Our brand guide not only explains how to use our brand, but also gives tips—for example, did you know that when you resize an image, if you hold the control button while you drag the corner of the image, it won’t get stretched our or squished? And it explains what not to do. There are lots of great ideas stored here.

Again, why do we care so much about our brand? Because it belongs to all of us. We all need to be good stewards of our brand’s integrity so it can be clear, strong and that bold trigger we need for people to instantly connect our seal and name with a great organization that does amazing work for children!
We’ll track our progress on these action steps by monitoring:

- External audiences
- Awards and recognitions
- Media exposure
- Number of clubs and districts that have been trained via their newly appointed Public Relations Coordinator
And our final priority, Investment: Financial Viability

Our goal is to ensure financial viability and responsible stewardship.

That’s a tall order at every level of the organization.
(Ki I-Plan Investment video 1:08 minutes in length)

And the last part of our plan, our financial viability, being good stewards of time, talents and treasures.

(show video)
https://vimeo.com/151795987

The more financially viable we are the more children we can help.
Again, here is what we’re doing at KI to make financial viability happen.

Exercise proper stewardship of resources

Build a non-dues revenue base
   Build capacity and focus on best practices for clubs and community networks
   Build capacity and focus on best practices for Kiwanis foundations
   Maximize operational efficiencies with respect to proposed new initiatives (in other words, follow good business practices right from the start)

Simplify the organizational dues structure and processes

Develop financial education

With these objectives mind each business process is being assessed for efficiency and effective. Those processes that fall below what we need are being identified and prioritized with appropriate needed updates and changes. Changes in structure are being studied and evaluated for potential upgrades as well as better alignment.

Plans are to evaluate existing education for clubs, foundations and districts in the areas of fundraising, financial management, government reporting, etc. that will improve issues at the functional level.
Our corporate relations department has been working with an outside consultant to help us consider new business lines that would assist with revenue.

We’ve begun the process of reinventing our merchandising and meetings.

We’ve started to create partnerships that add local value.

And a great amount of work has already been completed on our internal processes to improve flow and efficiency.

Our focus now is centered on our core activities within the I-Plan and resources are prioritized accordingly.

A strong evaluation of the Eliminate Project is underway and a feasibility study will reveal the donor “appetite” going forward for our KI foundation.

There is continued awareness of being stewards of dues dollars in all expenses.
We’ll track our progress on these action steps by monitoring:

Kiwanis International Foundation funding
   Part of that will be the fulfillment payments for the Eliminate Project
   Part will be offering an opportunity to donate to the Children’s Fund once their Eliminate pledges are completed

Youth Opportunities Fund fundraising

Partnership revenue

New enterprise revenue

Average size of club foundations

Accurately measure cost of business on all initiatives

Metrics

- Kiwanis International Foundation funding
- Youth Opportunities Fund fundraising
- Partnership revenue
- New enterprise revenue
- Average size of club foundations
- Accurately measure cost of business on all initiatives
Questions & Answers

(Go through any follow up questions here. Add any announcements for dinner, rides home, rides to airport, etc. here so that you end on message later.)
• Support and Resources
  • Kiwanis.org/iplan
  • iplan@kiwanis.org
Friends, we’re on our way to our next 100 years for our communities and our children.

Through the I-Plan Kiwanis’ global network is larger than clubs and members. When we connect and collaborate with schools, hospitals, government, other nonprofits, corporations, foundations and others, Kiwanis—and the service we can provide to children—becomes an undeniable force for good in our communities. That means a bigger impact in the world. That means stronger communities that nurture their children. The world needs happy, healthy, safe children. And kids need Kiwanis.