Quick History

2012 – 2017

Personal Interviews and Focus groups
Kiwanis International
Kiwanis International Foundation
Kiwanis International European Federation
Kiwanis International Asia-Pacific
Key Club International
Circle K International
Districts
Clubs
If you want to go fast, go alone.
If you want to go far, go together.

~African proverb
Motto

Serving the Children of the World
Kiwanis is a global organization of volunteers dedicated to improving the world one child and one community at a time.
Vision

Kiwani 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.
Four Priority Areas

- **Inspiration** - Membership & Engagement
- **Impact** - Meaningful Service
- **Image** - Our Kiwanis Image
- **Investment** - Financial Viability
Priority: Inspiration-Membership
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Goal: To build, retain and support a growing Kiwanis membership network
Strategies for Inspiration

• Increase membership
• Open clubs
• Develop leaders
• Invite and build with a service focus
• Increase the value of the member experience
• Build a strong network of local and global partners
What...

THE FORMULA

LOVE IT. SHARE IT. LIVE IT.
Priority: Impact-Meaningful Service
Priority: Impact-Meaningful Service

Goal: To perform meaningful service, with service to children as our priority
Strategies for Impact

- Empower and support growth in our Service Leadership Programs
- Align relevant service with community needs
- Encourage the development of a signature project in each club
- Encourage hands-on service projects
Priority: Our Kiwanis Image
Priority: Our Kiwanis Image

Goal: To enhance the Kiwanis image worldwide
Strategies for Image

- Increase name recognition worldwide
- Increase knowledge of our mission
- Unify all Kiwanis brands
- Promote the Kiwanis vision and vivid description
- Promote signature projects
Priority: Investment
Priority: Investment

Goal: To ensure financial viability and responsible stewardship
Strategies for Investment

- Exercise proper stewardship of resources
- Build a non-dues revenue base
- Simplify the organizational dues structure and processes
- Develop financial education