Dreams strengthen creativity. Dreams spark imagination. Dreams power innovation. All children deserve the right to dream.

Kiwanis clubs in every community erase the barriers that stop the dreaming. Kiwanis clubs take away worries, pain and hardships. Kiwanis clubs provide the opportunity for all children to reach their full potential. Kids need Kiwanis now more than ever before.

In 2016–17, we energize the dream that every child is happy, healthy, safe and loved.

**2016-17 Talking Points** revised 6.10.2016

**Kiwanis International Strategic Plan**

Three key messages with talking points

1. In 2014, the Kiwanis International Board adopted a new strategic plan to guide all levels of our organization to set and achieve common goals.
   - Think of a strategic plan as a road map. You can choose the roads you want to take, but a strategic plan ensures you reach your destination—your goals.
   - The strategic plan is designed for each district and club to use as a guide to create their own plans and choose their own paths toward accomplishing common goals.

2. The Formula is the single most important objective within the strategic plan. The future of Kiwanis International depends on the successful implementation of The Formula.
   - All aspects of our strategic plan support The Formula.
   - New club openings have increased every year and in 2014-15, we had our best year in new club openings in more than a decade. Children around the world are benefitting from an additional 208 clubs opened that administrative year.
   - Net membership loss has decreased every year since The Formula began in 2013. We add an average of 26,300 new members a year. People continue to see value in the Kiwanis club experience and our mission of serving the children of the world.
   - We need to continue what we are doing and at a faster pace. We have a set and devoted leadership structure in place to guide The Formula.

3. Our strategic plan—commonly called the I-Plan because many of the priority areas begin with an “I”—focuses on four key priority areas: inspiration, impact, image and investment.
   - Inspiration=Membership and Engagement
Strategies: Increase membership, open clubs, develop leaders, increase the value of the member experience, build a strong network of local and global partners

Again, this is where The Formula is the overall driving strategy and priority.

- Impact=Meaningful Service
- Strategies: Empower and support growth in our Service Leadership Programs, align relevant service with community needs, encourage the development of a signature service project in each club, encourage hands-on service projects; The Eliminate Project
- Image=Branding, PR and how Kiwanis is perceived internally and externally
- Strategies: Increase name recognition worldwide, increase knowledge of our mission both internally and externally, unify the Kiwanis brand, promote the Kiwanis vision and vivid description, promote signature service projects
- Investment=Financial viability and stewardship
- Strategies: Exercise proper stewardship of resources, build a non-dues revenue base, simplify the organizational dues structure and processes, develop financial education, build the Kiwanis Children’s Fund

The Formula
Three key messages and talking points
1. The Formula is working.
   - New club openings have increased every year. In the 2014-15 administrative year, 208 clubs opened, providing more children the Kiwanis service they need to wake up in communities that believe in them, nurture them and provide the support they need to thrive.
   - Every year since The Formula began, the membership decline percentage has been less than the year before.
   - On average, 26,300 people join Kiwanis each year, proving people see value and worth in the Kiwanis experience.
   - The number of Kiwanis members serving as club openers and club counselors continues to increase. The Formula and its group of 1,100+ volunteers including region chairs, district chairs, club openers and club counselors have all made a multi-year commitment to The Formula and to Kiwanis.
   - We have invested significantly in these key volunteers, and it is critical all leaders work together to strengthen the organization so we can make a bigger impact on the lives of children.

2. With more members, Kiwanis can make a bigger impact in local and global communities and ultimately help more children.
   - Approximately 8 percent of Kiwanis members are responsible for bringing in the 26,300 new members. If that number was 11 percent, we would add an additional 8,400 new members.
   - If a few more of us invited more people to our meetings, events and service projects, the Kiwanis membership ranks would grow and we would be able to help more children. That’s why all of this is important. More Kiwanians mean a bigger impact for the children who live in our communities.
Signature projects are one way to increase a club’s impact in the community. A signature project is the project or program that defines the Kiwanis reputation in a community. It must be a significant, high-impact, high-visibility project that improves the community for youth and children that occurs annually. Signature projects meet a need, help elevate awareness of Kiwanis, engage current members and remind them why they joined Kiwanis.

3. It is up to all of us to invite family, friends, colleagues and community partners to join the Kiwanis movement
- Kiwanis’ global network is larger than clubs and members. We connect and collaborate with schools, hospitals, government, other nonprofits, corporations, foundations and others. Invite these people to your next Kiwanis event. They may be a good fit for your club.

**Kids need Kiwanis brand campaign**

Three key messages and talking points

1. Kiwanis is launching a new brand campaign to draw the connection between our name and our mission, clearly defining that Kiwanis helps kids and we are a fun organization.
   - Only 12 percent of people surveyed knew that Kiwanis serves the children of the world. 67% had a favorable opinion of Kiwanis and only 9% said they would consider joining Kiwanis. That’s a problem. Qualitative research further showed that many perceive Kiwanis as an organization of old men who eat lunch together.
   - Our scientific research also showed people are interested in joining an organization with a mission that is local and global and impacts things like disease, poverty, mothers and children; and a mission that helps children reach their full potential. That’s Kiwanis! That’s what we do.

2. While the Kiwanis brand isn’t just a logo, our logo is very important. When someone sees the Kiwanis logo or our name, it should be consistent—not just in its look, but also in the feelings that come with it.
   - It’s important to remember this when your club or district wants to personalize or alter the seal or wordmark. Avoid the temptation because our brand is more powerful without additions.
   - The new District PR Coordinator role has been filled by most districts and was designed to serve the need for a brand and PR ambassador for each district. Most have attended training and will be an excellent resource regarding PR, branding, how to use the logo, media relations and more.
   - The designers at Kiwanis International have offered to create a logo package that falls within brand guidelines for every district and club. You can request the logo online by filling out the form. Go to Kiwanis.org/brand for more information.

3. While we know people don’t join an organization because of TV commercial or billboard, the Kids need Kiwanis material is designed to jump-start a change in public perception of Kiwanis and for any club, division or district to use in their local area.
The goal of this brand initiative is to connect the Kiwanis name with the Kiwanis mission to increase the number of people who would consider joining Kiwanis if asked.

When you ask someone to come to a Kiwanis event, send them one of the new brand videos. Post them on your club or district website and through social media. When you invite someone to a service project, send them a photo of the magazine ad. These materials have been designed to help you invite family, friends, colleagues and partners to join the Kiwanis movement.

Again, it’s important to remember that Kids need Kiwanis was designed in response to data that shows there is a perception disconnect between what Kiwanis actually is and what we are portraying. It’s also designed to reach a slightly younger audience—something we have heard time and again our members want.

All materials will be available free of charge in their digital format, and plans are underway for a print-on-demand system and FTP service for those who wish to place TV PSAs, traditional advertising and more in their local markets.

The Eliminate Project
Three key messages with talking points
1. Thousands of Kiwanians joined the fight to eliminate maternal and neonatal tetanus—by pledging a gift to The Eliminate Project. Now it’s time to honor that pledge. Fulfill your promise to save the lives of mothers and babies.
   - As of June 2016, we have collected more than US$54 million in cash for The Eliminate Project, almost half of our pledged total of US$110 million.
   - 18 districts and nearly 1,400 clubs are still hard at work fulfilling their pledge commitments.

2. Mothers and babies in 20 countries are waiting for us to fulfill our pledges—so we can turn promises into funding; funding into vaccines; and vaccines into lives saved and futures protected.
   - In June, the World Health Organization declared MNT eliminated from Indonesia.
   - Since The Eliminate Project began, the annual number of newborns dying from maternal and neonatal tetanus has dropped by more than 15 percent.
   - Five countries are conducting validation or pre-validation activities in 2016 and two more countries are projected to receive this year the funding they need to conduct validation activities.

3. Now, more than ever, we are determined to finish what we started.
   - Right now, 13 countries have scheduled immunization campaigns in 2016. But that can’t happen unless we can continue to fulfill pledges quickly and release the funds UNICEF needs to reach those nations.
   - Mothers and babies are depending on us. They’re waiting for us to fulfill our pledges—so we can turn promises into funding; funding into vaccines; and vaccines into lives saved and futures protected.
The 102nd Annual Kiwanis International Convention in Paris, France
Three key messages with talking points

1. The 2017 Kiwanis International convention in Paris will be full of fun, fellowship, networking opportunities and great education.
   ● Not only will you benefit from attending the convention, you’ll be able to take that experience and knowledge back to your district, division and club to inspire them to continue to serve the children of the world.

2. The Kiwanis International board believes in locating the convention in cities around the world so all our members have the ability to experience a convention within their budget and time constraints.
   ● While the trip may be cost prohibitive for members in North America, for Kiwanians in Europe, travelling to Paris can be done very economically.
   ● Plans are underway for special events during the convention that will connect Kiwanians from around the world to the unique and beautiful culture of Paris.

3. Kiwanis International is excited to take our annual convention to Paris so the members of our organization can see this beautiful and historic city.
   ● Paris is a multifaceted city with many other amazing places to see and visit.