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.”

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. 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.
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.
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 (not just in your own area, but in locations worldwide)

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)
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.
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?
(KI I-Plan Impact video, 1:05 minutes in length)

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.
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**
Priority: Our Kiwanis Image

Our goal is to enhance the Kiwanis image worldwide.

(read from slide)
(KI I-Plan Image video, 1:13 minutes in length)

Image matters.

(show video)
https://vimeo.com/151795749

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.
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.

Kiwanis does amazing work in the world. When we make wise financial investments, find opportunities to turn profits into service, pool our financial and volunteer resources, create efficient structures and make processes easy and affordable, we can build our capacity to do even more for the children of the world.
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.
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
So here you have it, the I-Plan, where Inspiration, Impact, Image and Investment all converge. Friends, this is where the magic happens. This is where Kiwanis becomes the catalyst for positive community change.
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.
• 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.