

KIWANIS CLUB of SKIDAWAY

I-PLAN for 2016-2017

Create the Vision

Kiwanis International Motto – Serving the children of the world.

Defining Statement – Kiwanis is a global organization of volunteers dedicated to improving the world, one child and one community at a time.

Mission – Kiwanis Club of Skidaway’s mission is to serve the at-risk children of Savannah and the world, one child at a time.

Vision – Kiwanis Club of Skidaway will be a positive influence in our community and help to ensure that all children will have the support, nurturing, resources and opportunities they need to thrive and be successful.

Vivid Description – Our club is part of a global network of clubs, individual supporters, alumni, donors and corporate sponsors who are dedicated to provide opportunities for service, fellowship, leadership and philanthropy in our local community, state and international affiliations.

Gather and Analyze Information

Our members will be asked to fill out the Achieving Club Excellence, A Formula for Healthy Kiwanis Clubs survey. Results will be tabulated and distributed to members. This will be done in October/November. Survey results will be used to develop strategies in some of the I-Plan areas.

I-Plan—Inspiration, Impact, Image, Investment

For each of the four I-Plan dimensions, our club’s I-Plan comprises:

- (1) Actions that we will take to satisfy Kiwanis International’s Club Recognition Program’s achievement qualifications
- (2) Goals, strategies and steps to advance our club’s local commitment to serve the at-risk children of Savannah and the world, one child at a time

INSPIRATION Goal: To build, retain and support a growing Kiwanis membership network

Criteria	Points	Completed	Comments
Invite 4 new members to join the club AND finish the year with a net gain of 2 members.	6	6	On track. At 3/31, 15 new; net gain of 15 (including 4 reinstatements of lapsed members)
Sponsor or co-sponsor a new Kiwanis club	6		
President and secretary participate in CLE before taking office.	3	3	Done. <ul style="list-style-type: none"> • President: • Secretary: online
Club representation in attendance at the district, regional (if applicable) and international conventions.	3		<ul style="list-style-type: none"> • Lt Governor’s rally (2) • Mid-Winter training (2)
Appoint club membership chair; participate in membership committee education.	2	2	Done. Joyce Glenn appointed.
	Subtotal	11	

In addition, our club will pursue these strategies:

1. Membership – We will have as our goal to add 10 new members to our club in the upcoming year. Members will be recruited through contacts in community organizations, social gatherings, and club publicity efforts. All new members will go through an orientation and will act as greeters at meetings. Sponsors of new members will be informed of the specific obligations they have in ensuring that the new member is involved in club activities and special events.
2. A record of meeting and club activity attendance will be kept and members who are not active will be contacted to encourage greater participation.
3. Members who do not renew their membership will be contacted and reasons noted. This information can be used to modify club activities, communication, and providing relevant programs and information when appropriate.
4. A comprehensive protocol detailing membership best practices will be developed and approved by the Board of Directors.
5. Develop Leaders – Club leaders will be recruited to chair committees, become board members, and participate in club events and activities. Mentoring by current leaders will be emphasized and leaders will be encouraged to attend Division and District leadership training opportunities.
6. Build a strong network of local partners – We will build upon our Sponsor Program by creating a protocol for approaching potential sponsors, assigning a member customer service liaison to maintain contact with the sponsor, and provide sponsor support in the form of event tickets, publicity, opportunities to address our Kiwanis club, and other considerations. We would like to add at least three new sponsors this year.

IMPACT Goal: To perform meaningful service, with service to children as our priority

Criteria	Points	Completed	Comments
Conduct an annual signature project involving at least 25 percent of the club’s membership. In selecting the project, consider something that will elevate the public’s awareness of your club while providing a needed service for the community.	6	6	Annual signature Pancake Breakfast involves >25% of our membership.
Contribute a minimum of 25 Kiwanis service hours per member. Service hours must be sanctioned by the club’s board of directors. Volunteer work performed individually or through other organizations cannot be included.	4		Our club is working to better capture our members’ Kiwanis service hours.
Sponsor or co-sponsor at least two SLPs (Aktion Club, K-Kids Club, Builders Club, Key Club, CKI, Terrific Kids, Bring Up Grades and Key Leader)	3		Partial. Sponsoring Richmond Hill Key Club.
Sponsor 4 or more Service Leadership Projects or charter a new one during the year and receive additional points.	3	3	In addition to our Pancake Breakfast, we sponsor our annual Chili Cook-Off, Concert at the Harbor, Special Olympics (bowling, track & field), Junior Achievement. New SLP is SCCPSS middle- & high-school reading bowl.
Support through service or donation another local organization focused on the needs of children	3	3	Donated \$50,000 on 9/29/16 to 16 local agencies serving at-risk children (of \$64,500 total granted). On track for 2016-2017 donation goals, to be distributed in September 2017.
	Subtotal	12	

In addition, our club will continue to provide service in our community with projects including:

1. Providing volunteers for teaching Jr. Achievement in the local K-8 school
2. Initiating a new program that will assist elementary school children in becoming proficient readers. This will be done in 2017.
3. Assisting teachers in helping tutor children who need extra help through the L.O.V.E. program
4. Providing many volunteers for our signature project of sponsoring Special Olympics for track and bowling
5. Providing volunteers for a Kid’s Fishing Derby which invites disadvantaged children to spend a day with us having a good time and learning how to fish.
6. Developing a Kiwanis Service Day as part of our 30th anniversary this year. This could become an annual event.
7. Providing volunteers and funding for “Backpack Buddies,” which provides weekend food for children in need.

IMAGE Goal: To enhance the Kiwanis image worldwide

Criteria	Points	Completed	Comments
Establish or maintain an active partnership with a Kiwanis International or local partner	6		[America’s Second Harvest: we make Kids Cafe grants annually, support Backpack Buddies (which sources food through ASH’s food bank) with Kiwanis service hours and grants, and include them in our Chili Cook-Off to promote community awareness of their services to at-risk children. In addition, our members provide hands-on support as needed.]
Receive positive media coverage for a signature or other service project	6	6	Coverage in Savannah Morning News, Carriage Trade Productions, and TV and radio media.
Document at least 2 press releases prepared by the club in the 2016-2017 service year.	3		On track.
Complete Youth Protection Guidelines Education. Distribute YPGs to members and conduct a program on how it impacts club’s activities and youth	2	2	Done March 16.
Appoint a club public relations chair to ensure the activities of the club are recognized in the community	2	2	Done. Cecilia Russo Turner.
	Subtotal	10	

In addition, our club will increase our name recognition in the community by creating a strategic year-long public relations and marketing plan to disseminate information to the public, including:

1. Increasing knowledge of our mission, both internally and externally by:
 - a. Increasing Facebook post frequency; increase Facebook followers.
 - b. Pitching educational print and radio pieces as stories, articles and columns.
 - c. Creating pre-event press releases and post-event press releases to be distributed with photos to local media.
 - d. Posting all media placements on social media to include traffic to the information. Include information in the Savannah local Newswire Community Headlines.
2. Unifying all Kiwanis brands by:
 - a. Creating unified looks for the main events by consistent branding
 - b. Including Kiwanis logo along with event logo.
3. Promoting the Kiwanis vision and vivid description. Promotion plan to be created through public relations strategy.
4. Promoting signature products by including signature product offerings in all promotional materials.

INVESTMENT Goal: To ensure financial viability and responsible stewardship

Criteria	Points	Completed	Comments
Donate at least US\$10 per member to the Kiwanis Children’s Fund or national Kiwanis Foundation outside the United States	6	6	Done. Our club donated \$6 per member (\$708) to the Kiwanis International Foundation via the Georgia District Sponsored Projects, in accordance with the Georgia District’s guideline of \$6 per member. In addition, our members donated over \$2,500 more this year to support Project Eliminate, bringing our total to over \$25,000.
Create and maintain a club strategic plan as an investment in the future and to help increase the effectiveness of its service to the community.	5	5	Done. 2016-2017 I-Plan
Donate a minimum of US\$5 per member to your district foundation. In the absence of a district foundation, make an equivalent donation to a local or regional children’s charity	4	4	Done. Our club donated \$13 per member (\$1,534) for projects supported by the Georgia District (excluding the payment of \$708 directed to the Kiwanis International Foundation, noted in Criteria 1).
Fundraise and contribute at least \$100/member in the community	2	2	Done. [\$65,400 donated for 2015-2016; on track to raise and donate at least \$400/member this year.]
	Subtotal	17	

In addition, our club will:

1. Continue to invite members to make annual donations to the Kiwanis of Skidaway Foundation, to ensure financial viability and responsible stewardship as well as an ability to maintain annual levels of donations to local agencies (through earnings) in the event unforeseen events force us to cancel a signature event
 - a. Note: Even with Hurricane Matthew, our club and community pulled together to ensure our signature Chili Cook-Off was successful.
2. Enhance the effectiveness of our Corporate Sponsor program, through greater involvement of members with the complimentary skill sets required for greater success
3. Explore options to refresh our annual Service Leadership Project fundraisers and to raise funds in new ways
 - a. Adaptations to our Concert at the Harbor
 - b. Expanding the service reach of our Show Your Colors flag program
 - c. Responding nimbly to fund-raising opportunities that come to us: Bob Milne Concert
 - d. Expanding our participation in the annual Skidaway Island Marathon. Note: In our second year, we increased our fund-raising from \$500 to \$1,500, and we expect to increase our fundraising in next year’s marathon through even greater participation