

Major Directions of the Strategic Plan

- 1. Increase engaged members by 10%:** Engaged members are not defined by their roster status, but by the contributions that they make to the Club. The Club should shift its emphasis from the number of members in the roster, to getting members engaged in the success of the Club.
- 2. Develop an integrated approach to fund raising:** The Club needs to continue develop an approach to fund raising that makes it easy for sponsors to partner with the Club on a single project or on multiple projects. The system should reduce the duplication that currently results in potential sponsors being approached on multiple occasions. The Club also needs to consider approaching funders to assist with the internal community service projects that can align with funders requirements.
- 3. “One Can Make a Difference” in the Kiwanis Club of Ottawa:** In order to attract and keep new members, sponsors and partners, the Club is going to need to be able to clearly show how the Club benefits the community and its members. The Club will need to reinforce the message that the Kiwanis Club of Ottawa empitamizes the slogan that “One Can Make a Difference”. This message has to be understood internally, then communicated externally.
- 4. Fund internally:** In the current environment where there are many fund raising organizations in the Ottawa area, the Club should focus on fund raising for its own internal projects. The community service projects of the Club are significant, and are key to raising the profile of the Club to attract both members and sponsors.
- 5. Create a formal consultation with community Partners:** The selection of community service projects by the Club should be based on feedback from a series of our community partners in areas that have been determined to be high need or high impact. The Club needs a regular process for identifying these needs through partners.
- 6. Optimize the Club’s Operations:** The Club’s operations should be continually updated to optimize the use of volunteer time and other Club resources.