



DISTRICT PLANNING



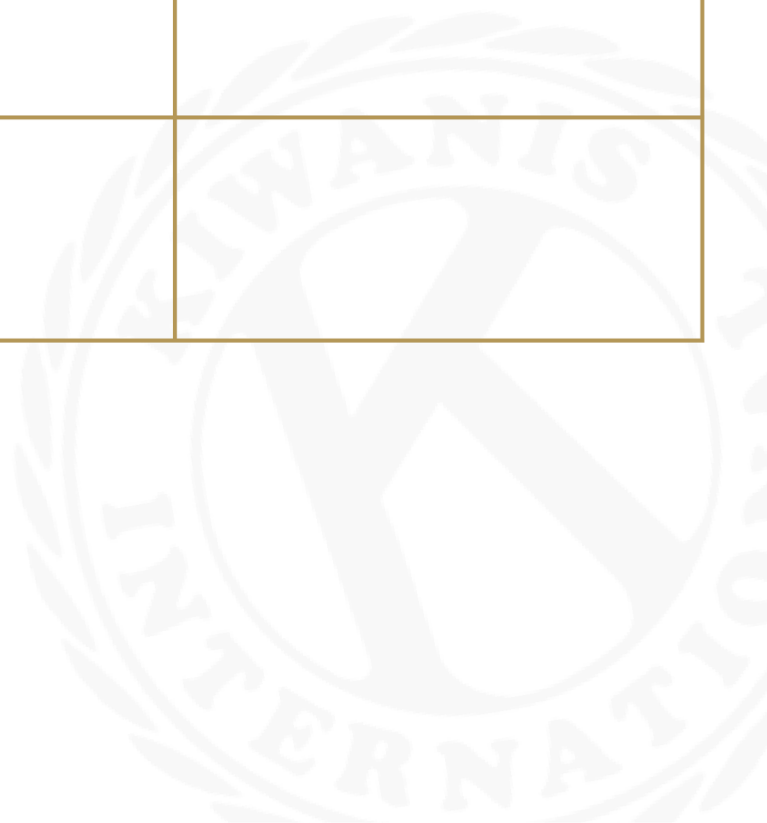
YOUR DISTRICT GOALS

What do you want to reach in your year ?

GOAL	ACTIONS



WHO	WHEN	EXPECTED OUTCOMES



CLUB OPENING

Your new club opening goal :  new clubs

Game plan

LOCATION	NAME OF THE CLUB	TYPE OF CLUB	CLUB OPENER & CLUB COACH	SPONSOR CLUB	EXPECTED ORGANISATION DATE	N° OF MEMBERS
Area, region, town	Expected name: KC...	Young professionals / traditional / Single Purpose Club / ...	Who will open the club? & Who will coach the club?	Club that will support the new club	Your goal to start this club	expected n° of members

One of the most impactfull positions in your district is the one of the District Membership Coordinator (DMC). It's very important to involve the DMC in all strategic meetings like the board meetings, the contacts with all your LG's.

- How will you ensure that (s)he gets the floor in éach meeting?
- How will you facilitate and ensure that (s)he can lead the LG's to new club openings?



CLUB STRENGTHENING

Make it EASY for EVERYONE to join ANY club

2 for 2 campaign

2 members of each club invite 2 prospects. Every month. How will you introduce this in all your clubs?

Old fashioned admission procedures

It's easier to find a job then to join a Kiwanis club. How will you facilitate that the clubs are more open to receive new members and skip old style outdated admission procedures that are NOT required by KI?

Rejuvenation

How can you make Kiwanis life more attractive to young people? How will you also give them a clear place in the organisation? How will you involve them?

Think modern

How will you make that clubs are more open to nowadays way of living of younger members?

TRY SOMETHING NEW !

A new approach: #Kiwanis MeetUps !



Kiwanis *meetup*

- It is a series of 3 thematic events/evenings open to the public
- It is an event that gives people the opportunity to discover what Kiwanis is
- Each evening has 3 main pillars: growth, charity, networking
- The participants are a younger audience than the average age of the district, ideally between the ages of 30-45
- The event is set in a trendy venue
- The event last 2 hours after working hours
- There is 2-3 two hour events
- There are panel speaker (2-3)
- There is a presentation about Kiwanis
- There is a social action in the event
- There is a symbolic fee for the event that will be donated to a social goal
- Participants will be involved in the social action after the event
- There is promotion of the event on social media platforms
- There are goodies, banner and other signs promoting Kiwanis at the venue

Where and when will you organise a #MeetUp?
Which locations will you foresee for the 3 activities?
Who's the target group you envisage?
What will happen? How will it look?
What's the expected outcome? When will you be happy?
Who's the contact person in the district as main organizer?

Theme:

Location:

Target group:

Date:

What will happen:

How will we promote the event:

Main organizer:



Theme:

Location:

Target group:

Date:

What will happen:

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Theme:

Location:

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Date:

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How will we promote the event:

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TRAINING & EDUCATION

Kiwanis Academy • Kiwanis Amplify • Club Leadership Education

TRAINING NEEDS

What do members need? What do clubs need?
What do divisions and the district need?

MORE CREATIVE

How will you achieve this via trainings?
How will you facilitate this in your district?

LESS TRADITIONAL

How will you make your trainings also more creative?
More innovative? Less traditional?

YOUNGER

How will you involve young people in education
& training? What changes do you plan?

What are your district education & training plans ?

Which trainings and webinars will you organise ?

Topic / theme

Target group

Group size

Language(s)

Date & duration

Type of training

- | | |
|---|---|
| <input type="checkbox"/> Webinar | <input type="checkbox"/> For open audience |
| <input type="checkbox"/> In-person training | <input type="checkbox"/> By invitation |
| <input type="checkbox"/> Blended learning (mixed) | <input type="checkbox"/> Open for other districts |
| | <input type="checkbox"/> Can be published on the Kiwanis Academy Platform |

Trainer(s)

Expected outcome(s)

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Expected outcome(s)

PUBLIC RELATIONS

Branding, Marketing & Communication

BRANDING

What actions do you intend to implement to give more (and correct) visibility to Kiwanis?
How can we help you achieve them?

WEBSITE AND SOCIAL MEDIA

Who is responsible?
Does your website follow the corporate identity guidelines?
Are you up to speed on digital communication?
How can we help you?



COMMUNICATION WITH MEMBERS

How do you communicate with your members? What kind of information are disseminating? How often?

And with your fellow districts and "Europe", do you exchange information?

How can we help you?

MEDIA RELATIONS

Working with local media can help gaining public awareness.

How do you anticipate working with the media?

How can we help you develop your media relations?




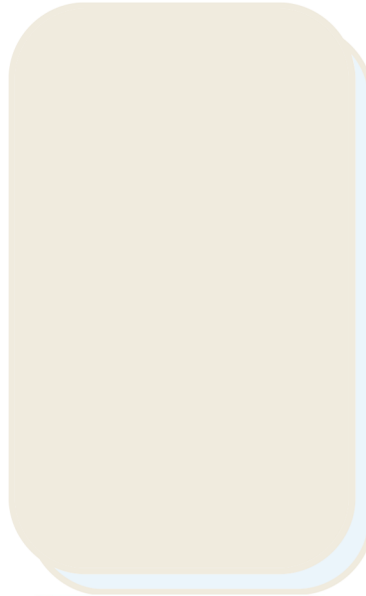
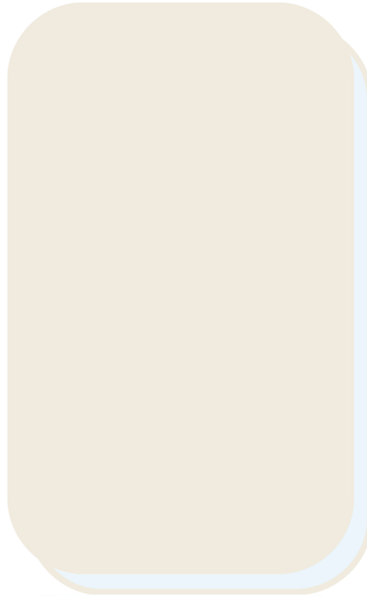
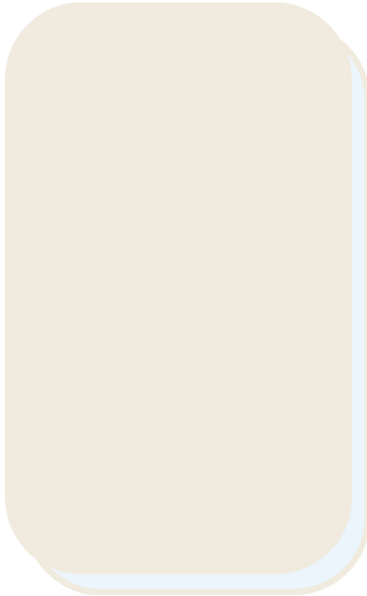
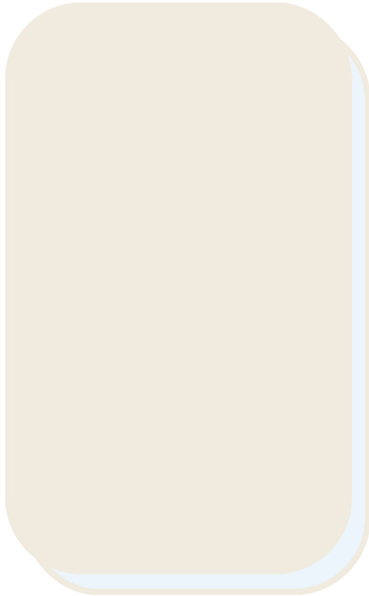
What was the **best experience** or moment in Kiwanis you have had so far?

Why was it **special**?



Which was the **worst moment** in Kiwanis you experienced?

What was the element in it you would like to **avoid** happen again in Kiwanis?



What is your **(personal) strength** as governor(-elect)?

In what are you **good** (as future governor)?



What would you like (or need) to **learn** more before starting your job as governor?