

KEY CLUB



Strategic Plan 2005-10

BHAG: Big Harry Audacious Goal

CRITICAL ISSUE 1: STRUCTURE/GOVERNANCE

BHAG: Create a cost-effective, representative, and efficient governance structure

RECOMMENDED ACTION:

1. **CLARIFY** the roles of Trustees and Governors
2. **CREATE** a strategic communication plan for change
3. **REGIONALIZE** Key Club International
4. **LIMIT** the size of club/district for maximum member value

CRITICAL ISSUE 2: ROLE OF KIWANIS

BHAG: Recognize Key Club International as an equal partner and association in the Kiwanis family.

RECOMMENDED ACTION:

1. **MAINTAIN & ENHANCE** Kiwanis International relationship
2. **EDUCATE** Kiwanis members about Key Club demographics, values, and needs
3. **CREATE** a comprehensive training program for Key Club volunteers
4. **CREATE** an advisor certification program
5. **RESEARCH & DOCUMENT** the effect of Kiwanis club support

CRITICAL ISSUE 3: INTERNATIONAL GROWTH

BHAG: Establish Key Club International as truly international association of continental/country-based organizations

RECOMMENDED ACTION:

1. **PROMOTE** growth in all areas of the world
2. **SERVE** current international clubs
3. **BUILD** membership numbers in existing clubs
4. **EDUCATE & EMPOWER** staff and members to identify club needs & to start new clubs
5. **PILOT** the growth initiative with one English-speaking country (i.e. New Zealand, Australia)
6. **PARTNER** with like-international organizations with whom to collaborate
7. **CREATE** regional conventions for Regions III, IV, V

CRITICAL ISSUE 4: TECHNOLOGY

BHAG: Establish keyclub.org as the resource for Key Club members

RECOMMENDED ACTION:

1. **REDESIGN** the Web site to meet demographic tastes and needs of high school students
2. **CREATE** error proof dues payment system online
3. **DEVELOP** interactive training materials for the Web and CD ROM
4. **HIRE/OUTSOURCE** staff to be the Key Club Webmaster

CRITICAL ISSUE 5: PUBLIC RELATIONS

BHAG: Make Key Club a household name

RECOMMENDED ACTION:

1. **HIRE** a public relations firm or Key Club International Public Relations Specialist to tap into emotions, desires, and needs of high school students
2. **SOLICIT** a celebrity spokesperson
3. **CREATE** local public relations campaign for club use
4. **CREATE** international public relationship campaign

CRITICAL ISSUE 6: INTRA-ORGANIZATIONAL COMMUNICATION

BHAG: Educate all members so that they are aware of what Key Club International is doing/does/did/is going to do

RECOMMENDED ACTION:

1. **ADDRESS** training issues with leaders
2. **EVALUATE** the Key Club magazine for youthfulness, relevance, and desirability
3. **SEND** materials to members' homes instead of high schools
4. **CREATE** templates of email/newsletters for quality control

CRITICAL ISSUE 7: KIWANIS RELATIONSHIP

BHAG: Establish Key Club International as a 501(c)(3) organization

RECOMMENDED ACTION:

1. **CREATE** an alumni program
2. **HIRE** staff or outsource to establish corporate relationships and sponsorships
3. **HIRE** staff, outsource, or train volunteers to raise funds from Key Club alumni