

Ohio District Kiwanis Foundation
2025-2028 Strategic Plan

Emphasis #1: Staff

Goal: Continue to ensure the effective workings of the ODKF Staff

Year 1 – 2025-2026

- Complete detail work on succession planning for each staff position
- Identify potential assistants for each staff position
- Support succession plan and implementation

Year 2 – 2026-2027

- Determine the scope of work for entire staff – evaluate role of assistants
- Review staffing needs with a focus on volunteer versus paid staff positions. Is it time?

Year 3 – 2027-2028

- Complete a staffing needs analysis and review of all job descriptions in light of ODKF growth

Annually:

- Complete staff review with each staff member
- Confirm staff emergency preparedness plan including retention and sharing of all ODKF files and passwords

Emphasis #2: Inclusion

Goal: Develop ODKF workshops, programs and events that support the diversity of the Ohio District Kiwanis Family

Year 1 – 2025-2026

- Engage a committee of members that is reflective of the diversity of the Ohio District Kiwanis Family – engage with Ohio District Kiwanis DEIB Committee
- Ensure all supported programs and services are accessible to physically, economically and culturally diverse populations

Year 2 – 2026-2027

- Implement workshops, programs and events that support the diversity of the Ohio District Kiwanis Family

Year 3 – 2027-2028

- Review all ByLaws, Policies and Procedures to ensure that the **Inclusion** commitment of ODKF is uniform throughout the organization

Goal: Develop strategies to engage prospective leaders and volunteers who are representative of the Ohio District Kiwanis Family population

Year 1 – 2025-2026

- Cultivate Board and committee participation and leadership that is representative of the Ohio District Kiwanis Family's diverse population
- Support initiatives across the organization that embolden an inclusive mindset
- Define director and volunteer roles and include recruitment of prospective directors in presentations about ODKF programs.

Year 2 – 2026-2027

- Connect with Circle K members about to graduate to Kiwanis club membership
- Utilize available publications and social media to educate the Kiwanis membership about board membership and volunteer opportunities

Year 3 – 2027-2028

- Continue marketing, education, and recruitment as a consistent component of ODKF presentations
- Assess the 3-year progress toward the achievement of this goal and take appropriate action for subsequent years

Emphasis #3: Branding

Goal: Create a comprehensive and cohesive branding and media campaign that is designed to articulate the programming and support provided by ODKF

Year 1 – 2025-2026

- Continue with current directives for PR & Marketing Committee to create a comprehensive marketing plan incorporating social media, brochures and publications, The ODK Buckeye Bulletin, website and speakers bureau presentations under one theme and one style.

Year 2 – 2026-2027

- Explore a new and more interactive website and provider.

Year 3 – 2027-2028

- Consider complete merchandise line for ODKF to use at all engagements

Emphasis #4: Networking

Goal: Engage a network of supporters, Friends of the Foundation and those who can assist in furthering the mission and vision of ODKF

Year 1 – 2025-2026

- Identify specific stakeholder groups (Board members, CAF clubs, grant recipients and Annual Meeting attendees)
- Build strong relationships with specific stakeholder groups
- Employ available tools to communicate with and engage stakeholder groups (social media, direct mail campaigns and website updates and speakers bureau)
- Continue ODKF attendance at each Governor's Visit to promote the available resources and support

Year 2 – 2026-2027

- Assess effectiveness of connections to engagement with stakeholders
- Adapt, as needed, to communication and engagement assessment

Year 3 – 2027-2028

- Consider a unique "Friends of the Foundation" program to better recognize and honor those who are supporters.
- Incorporate this into the Planned Giving approach with a "Kiwanis Forever Society"

Emphasis #5: Develop and Enhance Fundraising Opportunities

Goal: Develop and implement a Planned Giving emphasis and campaign

Year 1 – 2025-2026

- Finalize the comprehensive Planned Giving Campaign and the message.
- Work with PR & Marketing Committee to incorporate the Planned Giving message into the overall marketing plan. Update Planned Giving brochure and create Planned Giving Presentation for Governor's Visits and speakers bureau.
- Schedule Planned Givings presentations at select Ohio District Kiwanis Clubs and on Mid Year and DCON Education schedules.

Year 2 – 2026-2027

- Work with financial advisor firm to explore additional Planned Giving opportunities such as Charitable Remainder Trusts and Charitable Lead Trusts

Year 3 – 2027-2028

- Evaluate the results of the Planned Giving Campaign in relation to the effort.
- Create the "Kiwanis Forever Society" as a unique program to better recognize and honor those who are providing legacy giving to ODKF.

Goal: Streamline fundraising opportunities

Year 1 – 2025-2026

- Review all levels of giving to ODKF for relevance and usage. Analyze the current award offerings and how they are being used.
- Consider incorporating sub-committees involved in Fundraising (Basket Room, Golf Outing, Planned Giving and Safe & Healthy Youth) into regular Fundraising meetings as agenda items for reports and progress in each area. Focus on a more overall strategy for Fundraising activities.

Year 2 – 2026-2027

- Create and implement a regular communication strategy to Ohio District Kiwanis Family membership about giving to ODKF. Mailer with return card and envelope, online giving through QR code and other ideas.

Year 3 – 2027-2028

- Review any outside fundraising sources that are available to enhance and complement the current ODKF fundraising strategy.