

Strategic Plan

WORKSHEET FOR
2024-25

SERVICE

GOAL: *Improve the quality, impact and amount of service we perform.*

OBJECTIVE: Create or partner with an international cause to engage members and help them serve beyond their home communities.

TACTICS:

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OBJECTIVE: Create an easy-to-use directory of hands-on, in-person and virtual service projects and fundraising ideas.

TACTICS:

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OBJECTIVE: Create a multi-year partner strategy.

TACTICS:

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Strategic Plan

WORKSHEET FOR
2021-22

LEADERSHIP

GOAL: Find or create opportunities to train members to become influential and effective servant leaders.

OBJECTIVE: Create and improve leadership training resources.

TACTICS:

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OBJECTIVE: Expand and improve leadership events or opportunities for members.

TACTICS:

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OBJECTIVE: Establish continuity between incoming and outgoing leaders so we can build on our successes and improve on our weaknesses.

TACTICS:

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OBJECTIVE: Continue to build upon and improve the Global Leadership Certificate program, which prepares members for a life of service and leadership.

TACTICS:

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DIVERSITY, EQUITY AND INCLUSION

GOAL: *Promote diversity, equity and inclusion across our organization and make events more accessible to all members.*

OBJECTIVE: Reduce Key Club event costs and expand the event subsidy fund.

TACTICS:

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OBJECTIVE: Increase awareness of and outreach to students in non-traditional clubs.

TACTICS:

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OBJECTIVE: Emphasize and increase diversity, equity and inclusion in Key Club training and events.

TACTICS:

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MEMBERSHIP EXPERIENCE

GOAL: *Create a consistent and meaningful Key Club member experience.*

OBJECTIVE: Ensure a modern membership experience.

TACTICS:

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OBJECTIVE: Help build strong relationships with our alumni and involve them in supporting Key Club for future generations.

TACTICS:

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OBJECTIVE: Increase opportunities to recognize and reward members.

TACTICS:

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OBJECTIVE: Improve overall marketing of district and international events.

TACTICS:

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GROWTH

GOAL: Increase membership and maintain our status as the world's largest student-led community service organization.

OBJECTIVE: Create a growth strategy and recruitment campaign that encourages membership and dues payment.

TACTICS:

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OBJECTIVE: Build and maintain a strong and consistent brand with internal and external stakeholders.

TACTICS:

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OBJECTIVE: Make club chartering easier to understand and achieve.

TACTICS:

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