2021-2026 Strategic Plan

**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.
- **OBJECTIVE:** Create an easy-to-use directory of hands-on, in-person and virtual service projects and fundraising ideas.
- **OBJECTIVE:** Create a multi-year partner strategy.

**LEADERSHIP**

**GOAL:** Find or create opportunities to train members to become influential and effective servant leaders.
- **OBJECTIVE:** Create and improve leadership training resources.
- **OBJECTIVE:** Expand and improve leadership events or opportunities for members.
- **OBJECTIVE:** Establish continuity between incoming and outgoing leaders so we can build on our successes and improve on our weaknesses.
- **OBJECTIVE:** Continue to build upon and improve the Global Leadership Certificate program, which prepares members for a life of service and leadership.

**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.
- **OBJECTIVE:** Increase awareness of and outreach to students in non-traditional clubs.
- **OBJECTIVE:** Emphasize and increase diversity, equity and inclusion in Key Club training and events.

**MEMBERSHIP EXPERIENCE**

**GOAL:** Create a consistent and meaningful Key Club member experience.
- **OBJECTIVE:** Ensure a modern membership experience.
- **OBJECTIVE:** Help build strong relationships with our alumni and involve them in supporting Key Club for future generations.
- **OBJECTIVE:** Increase opportunities to recognize and reward members.
- **OBJECTIVE:** Improve overall marketing of district and international events.

**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.
- **OBJECTIVE:** Build and maintain a strong and consistent brand with internal and external stakeholders.
- **OBJECTIVE:** Make club chartering easier to understand and achieve.