

SERVICE

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

OBJECTIVE: Create service projects that excite our members and have real impact on our community.

TACTICS:

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OBJECTIVE: Create opportunities for members to engage with partners or with projects outside our community.

TACTICS:

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

TACTICS:

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OBJECTIVE: Create a partner strategy.

TACTICS:

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LEADERSHIP

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

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: Look for ways to encourage and involve members in 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: Help Key Club expand the event subsidy fund.

TACTICS:

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

TACTICS:

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OBJECTIVE: Emphasize and increase diversity, equity, and inclusion in Key Club meetings 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 sponsors and 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 club events.

TACTICS:

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GROWTH

GOAL: *Increase our members 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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