

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.