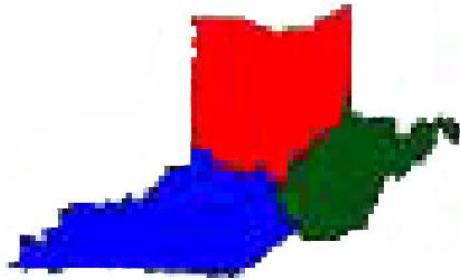


KY-OH-WV District



Kentucky-Ohio-West Virginia (KOW) District Strategic Plan

2016-2021

2015-2016 District Administrative Council

Greta Tyler, Governor ~ Jackie Barley, Governor-Elect

Aynn Titchenal, Secretary ~ Suzette Lowe, Treasurer

VISION

Pilot International as the World's Service Organization of Choice.

MISSION

To embrace the principles and goals of Pilot International to improve the quality of life in local communities and throughout the world.

GOALS

As a constituent part of Pilot International, to fulfill the ABCs of Pilot as defined by Pilot International with emphasis on Service, Membership, Education and Training, and Visibility.

GOAL A: SERVICE

Support Pilot and Anchor clubs and members in providing worthwhile volunteer service that improves the quality of life in local communities worldwide.

OBJECTIVES	MEASURE/OUTCOME	ACTION PLANS
Pilot and Anchor clubs will be satisfied with support received from the District toward attaining their service goals.	Survey of 100% of clubs	District Projects Coordinator, PIFF Representative, and DAC work with clubs to this end, encouraging clubs to report successful service projects to be shared in the Governor's Bulletin and at Fall Workshop/District Convention.
All Clubs support the District project – CHAD Stickers or related sticker (e.g., TIKE)	100% Club participation	Clubs communicate availability of stickers from a Pilot to their community; DAC provides information on project at Fall Workshop/District Convention, in Governor's Bulletin, and during Official Visits.
All clubs support District Project -- RECYCLED CARD PROGRAM at St. Jude's Ranch for Children (Boulder City, NV)	100% Club participation	Clubs bring materials to Workshop/District Convention; District Projects Coordinator collects cards; cards are shipped as economically as possible. Weight is recorded/reported to Clubs in Governor's Bulletin.
All clubs support Pilot International Founders Fund (PIFF) through memorials, gifts, honorariums, and donations.	100% Club participation	Provide information on PIFF and PIFF promoted events; encourage clubs to participate in PIFF events and fundraisers. Encourage clubs' PIFF representatives to learn how to apply for grants by attending Workshop or contacting District PIFF representative for help.
Clubs seek additional financial support for service projects	Increased grant applications; increased non-Pilot revenue	Encourage and support clubs in applying for grants from PI and other organizations; promote fundraisers among clubs.
Clubs promote Project Lifesaver where available	New Project Lifesaver program	Encourage clubs to find sponsoring agencies; have local Sheriff Departments do presentation to clubs
District-wide focus on Anchor Clubs	Include Anchors in Workshop/District Convention	Encourage Anchor participation at Workshop/District Convention, PI Convention; include Anchor news in Governor's Bulletin, whenever it is received.
Club and District participation in brain related activities, education	100% Club Participation	Encourage Clubs to participate in a brain related project/ activity such as Brainminders™, Brain Awareness Week, etc.
Promote club use of Pick Me Ups for caregivers	100% Club Participation	Encourage Club applications for Pick Me Up grants; provide activities at Workshop. Include Pick Me Ups information in Governor's Bulletin whenever received.

GOAL B: MEMBERSHIP AND GROWTH

To maximize membership growth and retention by supporting Pilot Clubs, Anchor clubs, and District members.

OBJECTIVE	MEASURE/OUTCOME	ACTION PLAN
Increased membership	10% increase across the District	Assist in recruiting and retaining members; recognize new members in Governor's Bulletin; focus on membership at Official Visits; provide programs at Workshop/District Convention; invite Anchors' mothers to become Pilots. Offer recognition at District Convention: club with highest net gain; sponsor of most new members.
Retain membership	No loss of membership, other than by attrition	Increase interest and concern through the involvement of more members. Promote the importance of clubs sharing their successes with others to help grow Pilot. Encourage clubs to submit information regarding club members, e.g., new members, Pilot anniversaries, illness/deaths, etc.
Charter new clubs	New KOW Club chartered	Review/research geographic areas able to sustain a club. Contact local authorities, organizations, businesses for potential members, sponsors, venues for informational meetings.
Establish new Anchor Club	New Anchor Club chartered	Target areas with strong Pilot clubs to consider sponsorship. Clubs visit high schools to promote community service as a first step to an Anchor Club.

GOAL C: EDUCATION AND TRAINING

Use education and training for leadership development to enhance service impact in all communities

Promote BrainMinders™ as a means to educate about brain related injuries, prevention and treatment.

OBJECTIVE	MEASURE/OUTCOME	ACTION PLAN
Create a Leadership Development program	More Pilots taking Leadership roles in Clubs and on District level	Promote importance of club officers receiving leadership training by providing information in Governor's Bulletin. Promote attendance at PI Convention in order to receive training. Provide information regarding protocol/parliamentary procedure at Workshop/District Convention.
Clubs provide ongoing officers' training	Training modules for club officers' positions created and distributed; Clubs and District conduct officer training.	DAC and volunteers available for training sessions at Workshop/District Convention and encourage attendance. Provide training modules from PI website to each club.
Clubs include BrainMinders™ programs in Plan of Work	Increased Club participation In BrainMinder™ programs for children and seniors.	Official visitors encourage/watch for BrainMinders™ in Plans of Work, suggest schools, Safety Towns, Jamborees, senior activities/facilities, other public events.

GOAL D: VISIBILITY

Promote and work to achieve Pilot International as Volunteer Organization of Choice.

OBJECTIVES	MEASURE/OUTCOME	ACTION PLAN
Increase visibility of Pilot	Pilot is a respected name in our communities for friendship and service	Think visibility; encourage members to wear Pilot pins and clothing with logos. Ensure the public recognizes what we do as a Pilot activity at all times.
Increase/improve use of alternative media: Facebook, Twitter, Instagram, websites, etc.	Each club has a publicity/media specialist	Assist clubs in finding ways to increase visibility by using social media effectively; producing/distributing news releases; having a club "business card," Facebook page/Twitter account; posting photos on Instagram, etc.
Publication in Pilot Log	One article from KOW District submitted for publication for each issue	Promote district-wide participation in District and PIFF-endorsed projects. Encourage clubs to submit articles for publication in Pilot Log & the DAC to submit articles when appropriate.
Increased club visibility in Governor's Bulletin	News from every club in each Governor's Bulletin	News for Governor's Bulletin will be sent directly to Bulletin publisher by email.
Increase number of Club newsletters and brochures	Increased number of Newsletters sent to Webmaster to be placed on website. Increased number of nominees for awards given at District Convention.	Encourage clubs to have a newsletter, and distribute it throughout the community; send newsletters to public figures and media outlets; create a "Friends of Pilot" mailing list. DAC view/comment/discuss newsletters in Official Visits. Present newsletter Awards at District Convention.
Public identification of Pilot members throughout their communities	Current (2016) stock of "friendship & service" flags depleted	Update/design new "friendship & service" flag for sale.
Create new revenue stream with public visibility	100% Club participation	Identify/create a fundraiser all clubs can participate in; share income with District