



For Members, By Members

The following goals have been set by the 2007-08 International Board in accordance with the CKI mission.

1. Grow our membership to 14,001 by September 30, 2008.
2. Complete 450,001 service hours by September 30, 2008.
3. Increase the number of active clubs to 504 by September 30, 2008.
4. Raise US\$70,001 for the fundraising initiative, Saving Lives: Six Cents Initiative by the closing session of the International Convention in Denver.

So How Did We Get to These Goals and What do They Mean to You?

Goal 1: 14,001 members

- By attaining a total membership of 14,001 members, we would increase our membership by approximately 6%.
- Each Sub-regional Representative calculated the total membership goal for their sub-region based on each district's goal.
 - These were used to create a realistic, attainable total.

Goal 2: 450,001 service hours

- This year, each dues paid members performed an average of 29 service hours a piece.
- To reach our goal, each member would need to increase their service hours performed for the year by three, meaning each member would perform 32 service hours.
- Many members will go well beyond the 32 hour per member goal to help make this goal more attainable.

Goal 3: 504 active clubs

- Currently, only 85% our chartered clubs have attained active status.
- To achieve our goal, we need to increase our percentage of chartered clubs attaining active status by six percent (91% total).
- We can also reach this goal by maintaining all of our current charters and chartering one new club in each current district as well as our district in formation, Eastern Canada.
 - This is a total of 31 new clubs.

Goal 4: US\$70,001 for the Six Cents Initiative

- This is approximately US\$10,000 per sub-region.
- This may still seem like a large sum, but it is only US\$5 per member.

Why do the goals have a completion date of September 30, 2008?

- The CKI fiscal year ends on September 30, 2008. For calculation purposes, it is easier to track our numbers for an entire fiscal year.

Why does the Six Cents Initiative Goal have a completion date at International Convention?

- If this goal is reached prior to closing session of International Convention, President Amanda will cut her hair for Locks of Love.
- She has coined the slogan, "Raise the Dough and the Hair Will Go!"

Why do three of our goals end in the number one?

- Because round numbers are boring!
- Why not?
- Most importantly:
 - If we attain 14,000 members and perform 450,000 hours of service by the end of the current year, we will have done an amazing job, but we will not have reached our goals.
 - If we raise US\$70,000 for the Six Cents Initiative, President Amanda will return home with a full head of hair, because we have fallen just short of our goal.
- **ONE CAN MAKE A DIFFERENCE!**
 - Without that one more member, that one more service hour, or that one more dollar, we will not reach our goal. This small number one can make a big difference.
 - We can each strive to be the one that helps to put us over the top!