

Vision 2022



Y's MEN INTERNATIONAL
Region Denmark



PURPOSE

The plan is intended as an ambitious development plan to the below vision from Y`S Men International, aimed directly towards the work and development for Region Denmark up to the year 2022.

To Vision 2022 belongs actions plans in respectively regions-, districts- and club level.



Y`S MEN INTERNATIONAL MISSION

It is Y`s Men International's mission to be a global recognized service organization, to promote cultural fellowship, and contributing to peace in the world.

Y`S MEN INTERNATIONAL VISION 2022

“To be a recognised, globally oriented, voluntary service organisation with a strong and committed membership that strives to enhance human values, with special focus on youth development, while upholding our motto “To Acknowledge the Duty that Accompanies every Right” and working in active service and close partnership with the YMCA, the United Nations and other worthy organisations to build a better world in which to live.”



VISION

2022



REGION DENMARK'S MISSION

Y's Men International was founded in 1922 as a lunch club, by a group of enthusiastic YMCA members, in Toledo, Ohio, USA. The purpose of the club was to make fellowship and to be service club to YMCA. Today, after almost 100 years, the paragraph of purpose says: A worldwide fellowship of persons of all faiths working together in mutual respect and affection based on the teaching of Jesus Christ and who in mutual loyalty to the YMCA are aiming through active service to develop, encourage and provide leadership to build a better world for all mankind.

REGION DENMARK'S VISION 2022

Y's Men Region Denmark are a well-known and recognized service organization with strong relationship to our networks. We have engaged and dynamic members in a personally developing and active club life.

Our communication is effective and understandable, and it is highly prioritized as well internally as well as externally. Our members show credibility, mutual loyalty, caring, empathy and charity. This is, and must always be, the fundamental values of our movement.



MODEL FOR REGION DENMARK'S VISION 2022



Vision 2022 was prepared by a committee appointed by Regional Executive Committee, consisting of:

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Approved by the Regional Board in January 2016, after prior consultation phase.



GOAL

SERVICE ORGANIZATION

- The clubs of Region Denmark are service clubs in their community. The members take co-responsibility for the work in the region and the club and takes actively part of the activities.
- As a club we do loyal support to the projects of the region and the club as well as YMCA/ YWCA, Scout movements, FDF (Christian organization for children and youth in Denmark), work done by the church, and other valuable organizations as such as United Nations

Sub targets

- A. A strong, voluntary and unpaid engagement, in which the voluntary helping increases higher quality of life to as well the workers as well as the receivers of diaconal support and humanitarian support.
- B. A competent, credible and attractive partner.
- C. Through friendship we increase the will and the power to service
- D. The members are challenged and stimulated to action and renewal.
- E. We have developed and trained leaders as enthusiastic volunteers, having respect, openness, trust and “warm hands.”
- F. We have a high empathic and human level, showing caring and charity toward our fellowmen.



WELL KNOWN IN THE PUBLIC

- Y's Men is a service organization with close relations to our networks. Known and recognized for the result of our actions, local and global.

Sub targets

- We will tell "the good stories" about, where and how we make a difference.
- We have useful contact to local newspapers, radio, TV and Cinemas
- We are active in social media as Facebook and Twitter
- We do take part in local activities.
- We do what is possible to marketing our name and logo.



Local news



RELATIONSHIPS TO NETWORK

- Y's Men Region Denmark has an enhanced and obligating cooperation to organizations connected to churches and humanitarian organizations. (especially Y-network consisting of the YMCA and YWCA, YMCA's Social Work, YWCA Social Work, YMCA Scouts, Green Girl Guides, YMCA Sports, YMCA's Soldiers Mission and FDF (Christian organization for children and youth in Denmark) are close collaborators).

Sub targets

- A. We have a reciprocal cooperation with our partners.
- B. We help each other to make our organizations activities visible in the public, through websites etc.
- C. We contribute to joint folder about organizations in the Y-network.
- D. Works to participants in our network distributes common agreements for the local units.
- E. Our network urges their outgoing members to accept an offer to join a Y's Men's Club.
- F. We are in dialog with the evangelical Lutheran church and other relevant faiths.
- G. The local clubs have networking with local associations, churches and businesslife.



DYNAMIC MEMBER DEVELOPMENT.

- Danish clubs have increased number of members to 4000. (2015: 3.400)
- Eastern-European clubs have a total number of members of 1000 (2015: 422)

Sub target

- Existing clubs have a continuous approach of new members, both men and women, who is willing to work for the purpose of the organization.
- Each year established at least 5 new clubs, hereby 2 clubs with only young members.
- The clubs have all round members considering as well professional as society background.
- The clubs in a district cooperate in establishing new clubs.
- Club members from all Danish parishes
- Region Denmark support extension in East-European countries, striving to form independent Regions.





GOAL

THE CLUB'S LIFE

- The club is a comfortable, rewarding and challenging place to be, where the presence, care, empathy and charity are fundamental values
- We train leadership and personal development, and the individual member is active in a strong network

Sub targets

- A. The club has written goals and plans for near future.
- B. The activity is geared the members' abilities.
- C. The club has a Christian and ecclesial basis.
- D. The members talk nicely to and with each other.
- E. The club takes responsibility for ensuring that members are motivated, educated and trained for the representative jobs, they have to do.
- F. The club's program is enriching, developing, exciting and varied.
- G. The club has a multiannual plan for the occupation of leadership positions in the club, district and region.
- H. The members have insight and understanding of Y's Men's International conditions, and participates alternately at conferences and conventions.
- I. The club has written policies e.g. for seniors, widows and families with children.



MUTUAL LOYALTY

- Leadership of region and district respects the clubs independence and planning.
- The members of the clubs have insight and understanding in being part of an international organization and the obligation that follows of this.

Sub targets

- A. The regional board takes proper consideration of the clubs' and districts' planning and calls for the implementation of new initiatives.
- B. All clubs take part and support the projects implemented at international and regional level
- C. The members accept and understanding different club structures, such as Y`s Men, Y`s Woman, Y`s Menettes, Family-membership and companions.
- D. Dialog is a great deal of the inspiration- and decision-tool at all levels of the organization.
- E. Is aware of the economic impact of tiered membership.



OPTIMAL COMMUNICATION

- The communication, as well internal as externally, is targeted the different areas and target groups.
- We have a targeted extern communication, which is identity, and increase the knowledge to our work and activities.

Sub targets

- Information reach, in time, out to the persons they are calculated for cf. plan of communication
- There is a relationship between words and action.
- Communication takes place in mutual respect and with constructive criticism.
- Material to daily use is continuously updated.
- The website is user friendly
- The website and updates on Facebook are objective and informative.
- Press releases is sent out regularly
- All clubs have either a press officer or a press committee.



Website



News letter



Facebook



The Regional executive committee encourages clubs and districts to draw up

action plan

based on the described goals and sub targets.