COMMUNITY ANALYSIS

When you invest your money, you do your homework. You check with a financial advisor and study the options. The same should true of your Kiwanis club. Before members invest their time, talent and resources in a service project, get the facts. Make sure the work you do will make an impact on your community—and the world.
It's easy when you have the right tools.

"What we do for ourselves dies with us. What we do for others and the world remains and is immortal.

—Albert Pine,
19th century English author

COMMUNITY ANALYSIS

Things change over time. That is true of your club, your members and your community. In order to make sure your club is serving your community to the best of its ability, you'll need to regularly assess what your community's needs are. With the list of needs in hand, you can determine which projects are a good fit for your club, its members and resources. This analysis is important because the relevance of your club's service is a key element to keeping members engaged and energized.

Follow these simple steps to analyze the community's needs and your club's ability to meet them.

1. **Ask.** Discover community needs by asking the right people the right questions.

   Put together a team to conduct the initial community survey.

   Develop a list of questions to help collect the relevant information. These questions should help determine needs that are currently being met by the club or other organizations and needs that aren't. Here are some examples:

   - What would make this community a better place to live, work and play?
   - What new initiatives or projects should be planned in the community?
   - What organizations impact the needs of children in the community?
   - What organizations need additional support with ongoing projects?
   - What are some unmet needs in the community?
   - What is working and not working in the community?
   - Who else could/should we contact for further information?
   - What does Kiwanis do for the community already? (This will indicate how your club and your projects are perceived in the community currently.)

   Set a timeline and assign each team member people to contact.

   Target knowledgeable community leaders:

   - School officials
   - Government leaders
   - Business leaders
   - Law enforcement officers
   - Other nonprofits

   - Media representatives
   - Religious leaders
   - Parents
   - Students

   Consolidate information in a report listing each need, the investment of money, manpower and time to meet the needs, resources available (including potential partnerships) and the benefits to the community.

2. **Analyze.** Use the information gathered to determine which projects are a good fit for your club.

   Look at each **potential project** keeping these questions in mind:

   - What if we did it?
   - What if we didn't do it?
   - What type of impact: long term or short term?
   - Is there any goodwill, PR or marketing that can be gained by it?
   - Is some other organization better equipped to meet this need?
   - What type of a commitment is required: long term, short term, ongoing?

   Look at each of your **current projects** the same way, keeping these additional questions in mind:

   - Does another agency offer the same services?
   - Could we ask another group or agency to take on this project if we decided to dedicate our resources to something new?
   - Are a significant number of people being served?
   - Are positive public relations opportunities available to the club through its projects?
   - Are members still interested in the projects?
   - Does the community still value the projects as much as the club does?

3. **Eliminate.** Feel free to remove impractical projects from your list. Cross off high cost/low impact projects or brainstorm on how to reduce costs or increase impact.

4. **Prioritize.** Rate remaining projects according to need, urgency, potential impact, club interests, community support and resources available. Weigh the club's resources against the community's needs. Think impact versus investment versus interest.

A good way to work through this is to use a matrix. List each project as high or low in terms of: number of lives impacted, significance of that impact, how many people will hear about the club's involvement in the project, cost and commitment. Look for as many high impact/low cost projects as possible, although your signature project may be a high impact/high cost project.

Keep in mind: Before you eliminate a favorite project because the impact is rather focused on a small group or the costs are too great, brainstorm with your club about ways to increase the project's impact. You can also reduce a lot of costs by partnering with your Service Leadership Programs members or other organizations.

Remember that your club needs to have a variety of smaller and larger projects. The larger projects will keep a goal to work toward while smaller projects offer more frequent service opportunities for your members to stay engaged.

5. **Plan.** Utilize information to help develop a three- to five-year strategic plan for service.

6. **Reconnect.** Let each of the survey participants know of your results and project plans, sending a thank-you note and an invitation to an upcoming meeting or event.

7. **Repeat** as needed.

Kiwanis International Service Leadership Programs

The Kiwanis family includes many high-impact/low-cost clubs and programs. Consider sponsoring a Service Leadership Program. We have many tools available to guide your club through the chartering process at www.KiwanisOne.org/charter. The sponsorship toolkit, available at www.KiwanisOne.org/advisor, offers resources and support for the advisor of your sponsored clubs.

Consult the chartering comparison chart on the next pages for more information.

Chartering comparison chart

	K-Kids	Terrific Kids	Bring Up Grades	Builders Club
Web site (www.)	kkids.org	terrifickids.org	bringupgrades.org	buildersclub.org
Who are members?	Elementary-school-age children ages 6-12	Elementary-school-age children ages 6-12	Elementary-school-age children ages 6-12	Middle/junior high school age children ages 12-14
What is it?	Club	Recognition program	Recognition program	Club
Who can sponsor it?	Kiwanis club	Kiwanis club or CKI or Key Club	Kiwanis club or CKI or Key Club	Kiwanis club
Who can co-sponsor?	CKI or Key Club	Kiwanis club or CKI or Key Club	Kiwanis club or CKI or Key Club	CKI or Key Club
Minimum number of chartering members	15 recommended	N/A	N/A	15 recommended
Chartering paperwork*	See www.KiwanisOne.org/charter.	Order kit through Kiwanis Family Store.	Order kit through Kiwanis Family Store.	See www.KiwanisOne.org/charter.
Required volunteers	Faculty advisor and Kiwanis advisor	School contact and Kiwanis Terrific Kids chairperson	School contact and Kiwanis BUG chairperson	Faculty advisor and Kiwanis advisor
Ongoing costs**	Annually: Club fee	Annually: Purchase additional supplies as needed	Annually: Purchase additional supplies as needed	Annually: Club fee
Service partners	UNICEF March of Dimes	N/A	N/A	UNICEF March of Dimes

* For more information on chartering, see www.KiwanisOne.org/charter. Chartering materials are available from the Member Services Department of Kiwanis International at 317-875-8755, ext. 411 (worldwide) or 800-KIWANIS, ext. 411 (USA and Canada only).

** Individual membership dues are determined by clubs. For more information about specific fees for individual clubs and programs, please visit www.KiwanisOne.org/charter.

	Key Club	Key Leader	CKI	Aktion Club
Web site (www.)	keyclub.org	key-leader.org	circlek.org	aktionclub.org
Who are members?	High school students	High school students ages 14-18	College and university students	Adults living with disabilities
What is it?	Club	Weekend event	Club	Club
Who can sponsor it?	Kiwanis club or community organization	A Kiwanis district and Kiwanis International	Kiwanis club or community organization	Kiwanis club
Who can co-sponsor?	CKI	N/A	N/A	CKI or Key Club
Minimum number of chartering members	15 required	60 attendees per weekend	20: 4-year university 15: 2-year or community college 15: fewer than 1,000 students	15 recommended
Chartering paperwork*	See www.KiwanisOne.org/charter.	Sign up at www.key-leader.org.	See www.KiwanisOne.org/charter.	See www.KiwanisOne.org/charter.
Required volunteers	Faculty advisor and Kiwanis advisor	10 per weekend	Faculty advisor and Kiwanis advisor	Facility advisor and Kiwanis advisor
Ongoing costs**	Annually: Individual membership dues	Check Web site for current pricing	Annually: Individual membership dues	Annually: Individual membership fees
Service partners	UNICEF March of Dimes Children's Miracle Network	N/A	UNICEF March of Dimes Better World Books Students Team Up to Fight Hunger (STUFH)	Sleeping Children Around the World(SCAW)

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