ANALYZING YOUR IMPACT

Audience: Board and club members

Kiwanians serve so they can make an impact in their communities. This tool will help you assess your time and resources – and prioritize how to spend them.

FIND THE RIGHT FIT: ANALYZE YOUR SERVICE

Use this chart to determine if the service you are doing is relevant to the community. Rate your effectiveness from one to five, with one being the least effective.

Project (current and potential)	COST			IMPACT		
	Financial	Time (in hours)	Member interest (rate 1-5)	Estimated # of lives impacted	Long- vs. short-term	Visibility for club (rate 1-5)

Here are some questions worth considering when evaluating a potential or current project:

- What community needs are unfilled? What role do community leaders envision for the Kiwanis club? (See **Rediscovering your community** and **Developing community partnerships** for information about conducting community surveys.)

- What does the club consider its niche in the community? Could this project fit that niche– and if so, how?

- How many lives does/could this project touch? Is the impact significant or empowering?

- Is there member interest in the project? Is it something members would be proud of? How many members (and member hours) are/would be involved?

- How much visibility could/does the club receive in undertaking this project?

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FUNDING THE RIGHT FIT: ANALYZE YOUR FUNDRAISING

Use this chart to weigh the costs against the returns of potential and current fundraisers. Rate each area from one to five, with one being the lowest.

Fundraiser (current and potential)	Member interest (rate 1-5)	Time spent (in hours)	Estimated # of lives impacted	Visibility for club (rate 1-5)	Total costs	Gross income	Net profit/ loss

Here are some questions to help you decide which fundraisers to pursue:

- Does this effort support or promote our mission?
- Does this activity provide adequate revenue for projects?
- Does it provide significant revenue compared against the volunteer hours?
- How else could you increase the funds raised?
- Could the fundraiser be expanded or increased?
- Are there partnership or sponsorship opportunities?
- How visible is the fundraiser? How much of the community does and could it involve?
- Does the visibility generate interest in the club and its activities?
- Does or could the club get media visibility before, during and after the event?
- Does this activity educate the public about our mission?
- Would the fundraiser be more successful if the club had more members?

If your club needs some inspiring fundraising ideas, check out the Resource section of The Eliminate Project website (**TheEliminateProject.org**).

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CREATING CLUB CHANGE

Provide members with the results of the service and fundraising analyses (and perhaps the member satisfaction survey and community analysis), so they get a full picture of the findings.

Then think about the following questions with your members. Determine what changes in club operations they are willing to make based on that information. With confidence that you have the buy-in of all members, you can use the results of this exercise to develop goals in the club's strategic plan.

Here are a few options for starting the conversation:

• Interview members individually.

• Use a member satisfaction survey. (See the example in the tool **Measuring member satisfaction**.) Online survey platforms can make the surveys anonymous.

• Conduct an open forum at a club meeting.

• Conduct a visual assessment in which observations and thoughts are compiled on a chart like the following. Or write them on sticky notes according to categories or questions.

WHAT WORKS	LET'S STOP	LET'S START

These questions can help you make changes and improvements:

• What are we doing now that works well? Can it be improved upon?

• What should we stop doing? Why?

• What should we start doing? Why?

• What steps should the club take to accomplish these changes?