



Project survey

Key Clubs with the most meaningful and productive service projects meet the service needs within their own schools and communities. Not sure what types of projects will make the biggest impact? Try conducting a survey to discover the needs your community has.

I. Organization:

Your club's board of directors or service committee should make some preliminary decisions about the survey, including what topics it covers and who should receive it. Prepare a list of school administration and community leaders who can give you the best information about their areas. Your sponsoring Kiwanis club can help you identify these leaders.

Examples of school administration: principal, vice principal, head counselor, chief maintenance engineer/custodian or school nurse.

Examples of other community leaders: mayor, chief of police, fire chief, director of the park department, civil defense, city attorney, commissioners of various departments and other civic or community organizations and groups.

Once the interviewees have been decided upon, each should be assigned to a responsible Key Club member. The Key Club member should be instructed to call him or her, briefly explain the purpose of the call and seek an interview. (Personal interviews are preferred to telephone interviews.)

II. Interviewing:

For the interview, the Key Club member should be properly dressed, arrive on time and be prepared to take notes or record the conversation by some other means. He or she should introduce himself or herself briefly and explain what Key Club is (including some interesting facts about the local club), and explain the purpose of the survey. The interviewer may want to provide some literature and contact information for future correspondence. Ask each interviewee to suggest some service projects the Key Club would be able to help out with.

III. Selecting a project:

At the conclusion of the interviewing period, the club's board of directors or service committee should meet again and compile the total list of project ideas. Categorize the projects in one of three columns: "definitely," "possibly" and "not right now."

Eliminate those projects that do not properly fit under the classification of school or community service. All of the suggestions must fill a real need and be a service to people. Consider the following:

1. Pick a project that gets members excited to serve. Regardless of how worthy the issue is, it's difficult to host a project that no one is enthusiastic about.
2. Pick a project that can be completed in a few hours or a day. Projects that "drag out" over long periods of time lose momentum quickly, so keep it short—and keep your members interested.
3. Pick a project that has some public relations value. Select a project that will be worthy of newspaper, magazine, TV or online coverage.

IV. Follow up:

When the club board of directors or service committee has selected and scheduled a project, send a personal letter on Key Club letterhead (available at www.keyclub.org) to each person interviewed and thank him or her for taking the survey. If he or she suggested a project that your club has chosen, let him or her know.

Collect all local newspaper clippings of your club at work on the project. Write a personal note to each community or school leader involved with the project and include a copy of the project's media coverage. This is public relations at its finest! The people and groups your club helped now associate the project's success with your club.

And, remember, the list is still good. If time permits, select a second (or third, or fourth...) project. By solving local needs, your Key Club becomes important to your school and community—and to your members!

V. General suggestions:

Your faculty advisor and Kiwanis sponsor should be included in all planning and meetings. Their advice and recommendations are invaluable. You might plan to have a joint Key Club-Kiwanis project survey (including Circle K International and Builders Club if possible) to find the best joint service project available.

a Kiwanis-family member

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