

Interviews in the community:

Allow 15–20 minutes for each interview. Begin by telling the interviewees about Kiwanis and your club. Then collect as much information about the community as possible by asking any/all of the questions below. Ask if the interviewees would be willing to assist your committee to identify other potential members. Ask if they are already active in a service organization. If they’re not, ask if you can add them to a list of prospective members and invite them to a service project or club meeting. Thank them for their time. Leave a marketing kit and/or other informational material about Kiwanis. Offer your Kiwanis business card and ask for their business card.

Questions to ask during the interview:

- What organizations impact the needs of children in the community?
- What organizations need additional support with ongoing projects?
- What new initiatives or projects should be planned in the community?
- What are some unmet needs in the community?
- What would make this community a better place to live, work and play?
- What is working and not working in the community?
- Who else could/should we contact for further information?
- Do you have a “wish list” of projects that should be started?
- How do you think a Kiwanis club could address some unmet needs?
- Who would you recommend that we contact about joining a Kiwanis club?

Analyze the results:

List current Service Leadership Projects and other service projects, including the dates/hours required:

List fundraising projects and money earned each year:

List programs/projects you can STOP doing in order to START new ones:

List any new Service Leadership Project opportunities as defined in your community analysis:

What new projects can your club undertake this year:

What new projects can be scheduled for next year (long-term):
