



“Community Needs Assessment”

A Focus on Club Renewal

**MULTIPLE DISTRICT 201
Pride in Growth PROGRAM**

Community Needs Assessment

Each year your club should assess the programs and services you provide to your local community. Through a simple analysis, you will be able to understand and accurately determine:

- what kinds of volunteer service your community needs
- whether your clubs' current service projects are still needed by the community
- if other organizations in your area are providing similar services

This assessment will help you better serve your community by helping you focus on projects and programs that are important to the people in your area. In addition, by conducting programs that are meaningful to your community, your club will be able to demonstrate leadership and pride that can help build team spirit within your club and attract new members.

Take the following steps to accurately assess the needs of your community:

1. Discuss Analysis with the Board

Impress upon your club's board of directors the value of conducting a community needs analysis. Explain how it will help the club find and focus on programs and projects that are still needed and are exciting and challenging to all involved - including club members.

2. Appoint a Committee

After receiving a go-ahead from the board, discuss the importance of an annual assessment with club members at a meeting. If necessary, appoint a committee or task force to handle the assessment.

3. Decide Who to Contact in the Community

Before beginning your assessment, you and your committee will need to decide who can best evaluate the needs in your community. Make a list of the people you will want to contact. This list will need to be selective, since you cannot reach everyone; however, you will want to make sure that all major resources are contacted. For example, you will want to talk to someone who has a solid understanding of educational services and needs in your community. In addition, you will want to talk to "experts" in environmental, health, recreational, social and youth services.

Here are examples of the types of people you will want to contact:

Educational ServicesHigh school principal or teacher, director of the local library.

EnvironmentalCity or council official in charge of environmental issues.

Recreational ServicesPark district coordinator, people in charge of community activities and programs.

Social ServicesPolice, fire fighters, voting registration personnel.

Health ServicesHospital administrators, doctors, nurses.

Youth ServicesSchool counselors, social workers, student leaders, people in charge of community youth programs and activities.

After completing your list, secure addresses and phone numbers of each contact...
so the work can begin.

4. Survey Community Contacts

Call the contacts on your list to see if they would participate in the assessment. Explain that the survey can be handled by phone or by mail. If a phone survey suits your contact, pull out the questionnaire and begin asking questions. (A copy of the questionnaire is included.) If your contact would rather complete the assessment in writing, then mail your contact the questionnaire. Attach a cover letter; see the example. Also, include a stamped, self-addressed envelope to increase the likelihood of a reply.

5. Analyse Survey Results

The task force can begin reviewing and analysing the completed questionnaires. Does your community have specific needs for services that your club can provide? Are other clubs and organizations duplicating your club's efforts? Do any of your programs need to be updated, improved or even stopped? In summary, what does your community need? And how can your club get involved?

6. Share Your Results with Your Club

Ask the task force to share the analysis at a club meeting. Get feedback from your fellow members. Discuss whether your club's current services and programs are meeting the needs of your community. Open up the floor to new ideas that can help make your community better.

7. Share Your Results With Other lions

Your District Membership Chairmen would be interested in your findings. In addition, if you have uncovered opportunities and needs outside your club service area, you would want to alert your District Governor.

8. Share Your Results with the Survey Participants

Thank them in writing or by telephone for participating in the survey. Discuss how their input has helped the club define their programs to better serve the community. Ask if they are interested in working with the Lions. Find out if they want to learn more by attending the next club meeting.

Lions Clubs International

Lions Community Needs Assessment Questionnaire

Name of Resource Person:

Position:

Address:

Business Telephone:

Fax Number:

Area of Expertise: (please check one)

☐ Educational Services

☐ Environmental Services

☐ Youth Services

☐ Health Services

☐ Social Services

☐ Recreational
Services

1. Can you identify specific community service projects in your field that you think are successful? **No Yes**

2. If you answered yes to question one, why do you think the community service projects you listed are successful?

3. Can you identify specific needs in your field that, if met, would help service the community? **No Yes**

Please describe

3. How do you think this need can best be met?

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5. Do you know of any duplication of efforts from volunteers in your service area? Are there two or more organisations doing the same programs and fulfilling the same needs? No Yes

Please describe:

6. How can the groups work together to eliminate unnecessary duplication or co-ordinate joint efforts?

7. Do you feel that residents in this community are aware of the services and facilities offered?
No Yes

Please comment:

8. In your opinion, is there room for more volunteer involvement and programs in your service area? **No Yes**

Please comment:

Additional Comments:

Date: Return completed survey to:

SAMPLE COVER LETTER

To be attached to questionnaire prior to mailing to community resource people

Date

Name/Address

Dear (Name):

To provide better service to (name of community), the (name) Lions Club is conducting a survey of important resource people in this community. Our goal is to clearly identify those humanitarian services, which may require assistance. We hope you will help us identify these areas of need within our community.

By completing the attached questionnaire, you will help us determine needs in certain areas of human concern. Please feel free, however, to comment on any community services need which you feel would benefit our community.

We also encourage you to forward a copy of this survey to any other resource person whose comments you believe would be helpful to our survey.

Please return the completed questionnaire by (date). After we have compiled our data, a representative of our club will contact you to discuss what we learned from the assessment and how we might work together.

In the meantime, if you have any questions, feel free to call me at (phone number). We would be happy to hear from you.

Sincerely,

(name of lion)

(name of lions club)_