Analyzing your impact

**Objective:** To analyze the level of success for club’s activities, particularly the service projects and fundraisers

**Goals:** To improve the impact your club makes in the community

**Purpose:** To reflect on the costs versus the benefits of service projects and fundraisers and determine improvements needed.

**Audience:** Board and club members

Kiwanians serve to make an impact in communities around the world. But how do you know when you've made a difference? Do you count the number of smiles that graced the faces of the recipients? Do you tally the number of trauma dolls distributed? This tool will help you assess and prioritize how your time and resources are best spent on community needs.

**Find the right fit: Analyze your service**

How do you know if the service project you have in mind is relevant to the community? Use this chart to help organize your thoughts.

<table>
<thead>
<tr>
<th>Project (current and potential)</th>
<th>Cost:</th>
<th>Impact:</th>
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<tbody>
<tr>
<td></td>
<td>Financial</td>
<td>Time</td>
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<td>(in hours)</td>
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Here are some questions worth considering when evaluating a potential or current project:

- What community needs are unfilled? What role do community leaders envision the Kiwanis club playing? (If you haven’t done so already, see the resources Rediscovering your community and Developing community partnerships for information about how to conduct 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 change you could make in their lives significant or empowering?
- Is there member interest in the project? Is involvement with a project like this something members are proud to be part of? How many members are/would be involved? How much of their time does it require?
- How much visibility could/does the club receive in undertaking this project?
- Is there potential for establishing partnerships or sponsorships with other organizations or agencies?
- How much does this project cost the club? Is the cost worthwhile when compared to the visibility gained and impact made?
- Would the project be more successful if the club had more members?

One way to visualize your options at a glance, prioritize your projects and share the results with club members might be with this matrix.

<table>
<thead>
<tr>
<th></th>
<th>High impact, low cost</th>
<th>High impact, high cost</th>
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<tbody>
<tr>
<td>Low impact, low cost</td>
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<td></td>
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<tr>
<td>Low impact, high cost</td>
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</table>
Funding the right fit: Analyze your fundraising

Most projects require funds. That means fundraising activities are in order. Use this chart to weigh the costs against the returns of potential and current fundraisers.

<table>
<thead>
<tr>
<th>Fundraiser (current and potential)</th>
<th>Member interest (1-5)</th>
<th>Time spent (in hours)</th>
<th>Est. # of lives impacted</th>
<th>Visibility for club (1-5)</th>
<th>Total costs</th>
<th>Gross income</th>
<th>Net profit/loss</th>
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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 based on the number of volunteer hours invested?
- How else might the amount of revenue gained be increased?
- What is the potential for expanding the fundraiser?
- Are there partnership or sponsorship opportunities?
- How visible is the fundraiser? How much of the community does and could it reasonably involve?
- Does the visibility generate interest in our club and its activities and potential members?
- 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 ideas for fundraising, check out the service and fundraising ideas in the Resource section of The Eliminate Project website (www.theeliminateproject.org).
Creating club change

Member participation depends on the value members receive and the enjoyment they take from club activities. Excellent Kiwanis clubs combine a unique blend of quality membership experiences with meaningful, relevant service.

Ensure that your club’s formula for future success involves an assessment of projects. Provide members the results of the service and fundraising analyses conducted above (possibly also the member satisfaction survey and community analysis), so they get a full picture of the overall findings.

Consider the following questions with your members to determine what changes in club operations they are willing to make based on that information and help everyone come to decisions accordingly. Club leaders can use the results of this exercise to develop goals in the club excellence plan, confident they have buy-in from all members.

How you begin a conversation could take many forms.

- Interview members individually.
- Use a member satisfaction survey. (See the example in the tool Measuring member satisfaction.) Online survey platforms like Survey Monkey enable you to make the surveys more 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 written on sticky notes according to categories or questions.

<table>
<thead>
<tr>
<th>What works</th>
<th>Let’s stop</th>
<th>Let’s start</th>
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Here are questions that may help you in considering possible 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 does the club need to take to be able to accomplish these changes?