



New Club Community Needs Assessment Guide



Lions International



Welcome

to the New Club Community Needs Assessment! Before deciding if a community would be a good place to start a new Lions club, conduct a Community Needs Assessment to determine what needs a Lions club can meet there.



Goals of the assessment:

1. Learn what volunteer services the community needs.
2. Learn which projects and programs are important to the community.
3. Learn which organizations in the area are providing similar volunteer services.
4. Build relationships with key community leaders to support the formation of a Lions club.
5. Assess the feasibility of new club formation based on community needs, community demographics, and Lions assets (ex. Sponsoring club, Guiding Lion, Officer Mentors).

What will you need:

1. Identify 4- 5 community stakeholders.
2. A recruitment team of 4-5 to conduct assessment.
3. Basic computer knowledge for community assessment creation, advertising, and meetings (e.g., email, Google Docs, Survey Monkey, Microsoft Word, Excel, PowerPoint, etc.).

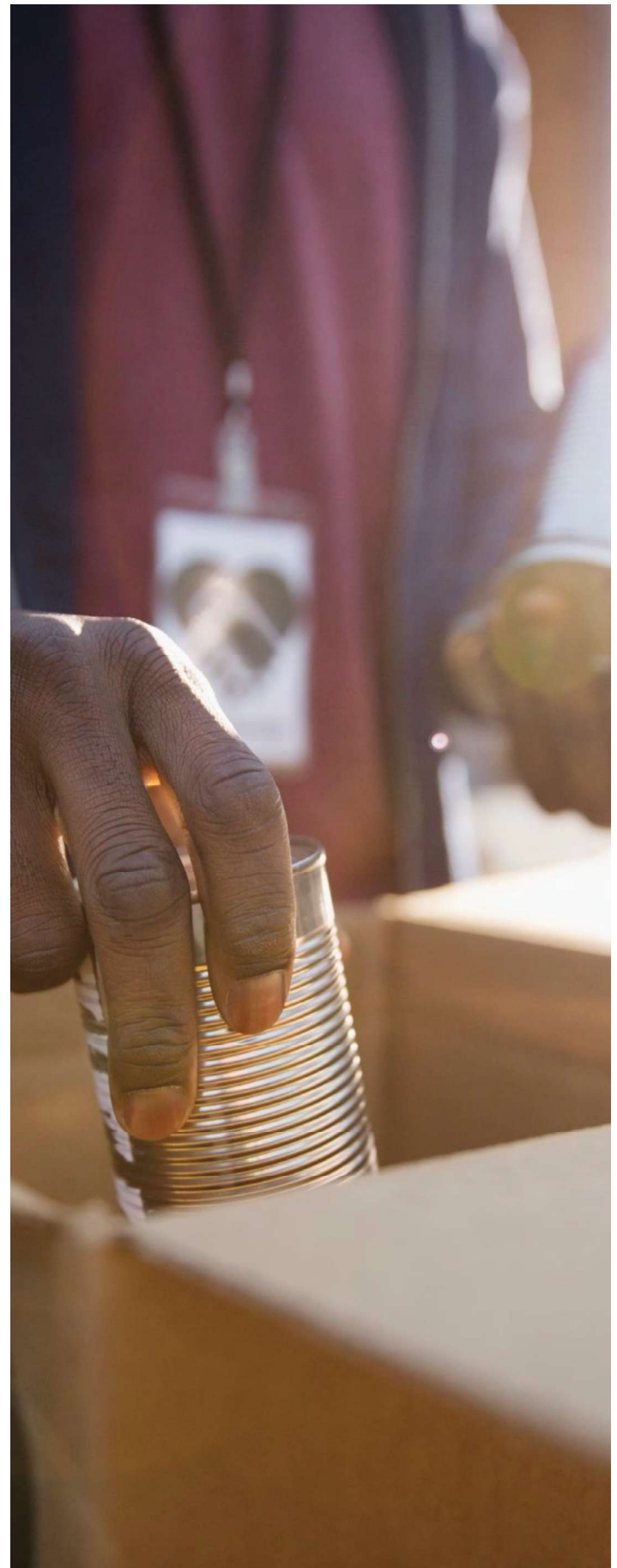
How much time you will need:

- In-person assessments – Approximately 45 minutes to 1 hour.
- Electronic assessment – Approximately 30-45 minutes to send and review.



What will you do:

1. **Create a team** – Create a new club recruiting team that will support the formation of a new club. This would include conducting a New Club Community Needs Assessment, participation in new club formation activities, recruiting new members, and new club celebration activities.
2. **Community research** – Gather community demographics (e.g., age, industries, property types, socioeconomic status, race/ethnic make ups, gender, etc.). Has there been a Lions Club there previously? Also, research the community's makeup and history (e.g., rural/urban, communication avenues, resources, businesses, etc.).
3. **Develop community leads list** – Develop a list of key stakeholders who can best evaluate the needs of the community (e.g., mayor, police, fire, principals, business owners, etc.).
4. **Develop questionnaire and communications** – Create the assessment questionnaire and introduction letter. Using the SWOT Analysis Approach (Strengths, Weaknesses, Opportunities, and Threats) will help you gather useful data. You can use the provided sample questionnaire and cover letter or customize your own with questions designed to assess the specific needs of the community.
5. **Conduct the assessment** – Contact the individuals on the community leads list. You may send the assessment electronically or schedule an in-person meeting to complete the assessment and to introduce them to Lions Clubs International. Plan to conduct the assessment with a minimum of 4- 5 key community stakeholders. Use the method of communication that best suits each contact.
6. **Analyze assessment results** – The recruitment team will review the results from the assessment to determine whether a club would be a good fit for the community. Share your assessment results with key Lions and community stakeholders, and then begin the new club formation process if feasible.
7. **Utilize assessment results** – Once a new community has been identified use the New Club Development Guide and additional resources located on the [Start a New Club webpage](#) to lead you through the process to successfully charter the new club.



New Club Community Needs Assessment Questionnaire

GENERAL CONTACT INFORMATION			
Name:		Date:	
Company/organization affiliation (ex: education, recreation, health, environment):			
Job Title:			
Phone:		Email:	

IDENTIFYING COMMUNITY NEEDS		
When evaluating the needs of the community, use a SWOT analysis approach to gather data.		
Strength (Highlight strengths of community)		
What are the current strengths of the community?		
What are the unique characteristics of the community?		
What programs are currently offered in the community?		
Weakness (Areas of Needs)		
Name a least 3 specific needs that you have observed in the community:	1	
	2	
	3	



Opportunities (What needs can a Lion member meet? Who can a Lion partner with?)	
What organizations in your field of expertise are currently providing programs and services to help the community?	
What type of community service projects in your field of expertise have you seen or heard about?	
What programs or services do you think are needed in the community both presently and in the future?	
Do you feel that residents are aware of the programs and services that take place in the community, and if not, do you have any ideas on how to make them aware?	
What role could a new Lions Club play in providing programs and services in the community?	
Threats (Obstacles)	
What obstacles can you see with forming a new club?	
Are there any specific guidelines to working with service organizations in the community?	

ADDITIONAL COMMENTS



GENERAL COMMUNITY INFORMATION (for Lion use)			
Size of community:		Number of schools in community:	
Major industries:			
Rural or urban community:			
Key community leaders:			
Has there been, or is there currently, a Lions club in the area?		If yes, provide the name of the club:	
Yes	No		
Does the community have the following? (Check all that apply)	City county/city office		
	Chamber of commerce/local business group		
	School board		
	Fire and police department		
	Cultural or Ethnic Community Groups		
	Community Service Organizations		



Sample letter/email template

Dear {Name}:

The Lions Club {Club Name} is interested in starting a new Lions Club in {Name of Community}, to provide service and meet the needs of the community. To learn more about {Name of Community}, we are conducting a community needs assessment with stakeholders who have an expertise in the community. Our goal is to clearly identify humanitarian services, which we -- as a service club -- could provide.

Lions Clubs International is an organization that's over 100 years old, with 1.4 million Lions serving in over 200 countries. By completing the attached assessment, you will help us determine any needs and areas of concern and allow us to continue to affect change in another community. We also encourage you to forward a copy of this assessment to any other person whose comments you believe would be helpful to us understanding the community.

Please return the completed assessment by {date}. We are open to meeting in-person to conduct the assessment with you. After we have compiled our data, a representative of our club will provide you with a summary of what we learned from the assessment and how we might work together. In the meantime, if you have any questions, feel free to contact me at {phone number and/or e-mail address}. I am happy to hear from you.

Sincerely,

{Name of Lion},

{Lion Title}

{Name of Lions Club}



NOTES





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