

**AMES GOLDEN K KIWANIS, 2017  
CLUB ASSESSMENT/I-PLAN STRATEGIC PLAN SURVEY**

**Kiwanis International is requesting that each Kiwanis Club develop and implement a 3-year strategic plan that focuses on the KI I-Plan. This survey will assist club leaders in developing that plan specifically for our club. Rate the following statements using this scale:**

**1 = strongly disagree    2 = disagree    3 = neither agree/disagree    4 = agree    5 = strongly agree**

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**Inspiration – Membership & Engagement**

**Goal: Grow, retain, and strengthen Ames GK membership network through our weekly meetings, service projects, and fund-raising activities**

- \_\_\_ 01. I am proud of our Club and enjoy telling others about us.
- \_\_\_ 02. Our club is just the right size for the impact we want to make.
- \_\_\_ 03. Our club offers a variety of activities and opportunities to attract prospective members to join our club.
- \_\_\_ 04. Our club should set as a high priority goal to increase our net membership (net being new members added less members lost) by 2-4 members/year.
- \_\_\_ 05. As a financial incentive to club members, the club should have a sliding scale for dues reduction for members who successfully recruit and sponsor new members; e.g., \$10 reduction in dues (for one year) for each new member sponsored each year.
- \_\_\_ 06. The club should strive to attract younger retired persons, improve gender balance, and develop innovative strategies to increase club membership from these groups.
- \_\_\_ 07. The club should budget funds each year for membership development; e.g., paid advertising, membership video (commercially developed), special activity/event with invited guests (potential members), etc., and I would be willing to pay more dues if funds are used for this purpose.
- \_\_\_ 08. I would like to see a quarterly program to hear members give a 5 minute summary about themselves to help all club members know each other better.
- \_\_\_ 09. Our club should expand the membership directory to include a paragraph of biographical information about each member.
- \_\_\_ 10. Overall, I am satisfied with my experience as a member.

**Impact – Meaningful Service**

**Goal: Provide meaningful service that is important to the groups served...kids and youth, families, adults, and community organizations. Create partnerships with other Kiwanis Clubs and organizations to multiple our impact.**

Service is defined as member participation (if physically able or financially thru donations) in projects impacting groups (kids, youth, families, or adults) served by Ames GK Kiwanis Club. For children and youth, service projects are defined as: (1) SLP (Service Learning Projects), as defined by KI (examples: AKTION Club, K-Kids, Builders Club, Key Club, Key Leader) or (2) non-SLP projects (all others).

- \_\_\_ 11. Our club's service projects are worthwhile, rewarding, and impactful.
- \_\_\_ 12. As a service project, our club should support financially, promote, and recognize the GK Singers more than is presently done.

- \_\_\_ 13. Every club member should be strongly encouraged to participate (if physically or financially able) in at least one service project each year.
- \_\_\_ 14. Our club should have one or more on-going children's service project(s) (non-SLP) that involves a large number of our club members
- \_\_\_ 15. Our club should sponsor or co-sponsor a KI Sponsored Learning Project (SLP) that involves a large number of our club members.
- 16. Here are several current and potential children's service project (non-SLP) or SLP for our club. Rate your interest in volunteering/participating in each of these using this scale: (1) not interested, (2) somewhat interested, (3) very interested
  - \_\_\_ Participate in our current Golden K Listeners program
  - \_\_\_ Expand and participate in our GK Listeners program to other Ames elementary schools
  - \_\_\_ Serve as a "pen pal" for 4<sup>th</sup>/5<sup>th</sup> grade elementary school students in Ames elementary schools
  - \_\_\_ Collaborate and participate with Ames Boys/Girls Club on their activities
  - \_\_\_ Volunteer for the TEEN MAZE Program
  - \_\_\_ Collaborate and participate with Town & Country/Noon Club on co-sponsorship of AKTION Club
  - \_\_\_ Serve as a volunteer for the proposed Miracle League Field program thru Ames Parks & Rec. Dept.
  - \_\_\_ Volunteer in a club reading program thru Ames Public Library
  - \_\_\_ Explore with Youth and Shelter Services on ways that our club can collaborate with YSS

### **Image – Name Recognition & Public Relations**

**Goal: Increase knowledge and recognition of Kiwanis and its mission in the greater Ames area thru a strong, viable public relations program and our website.**

- \_\_\_ 17. I can clearly and concisely articulate the impact of our club's impact in the Ames community.
- \_\_\_ 18. I am impressed by how many opportunities our club offers to create an impact in the Ames community.
- \_\_\_ 19. Guests are warmly welcomed and introduced at club events.
- \_\_\_ 20a. I am comfortable in accessing and using our club website.
- \_\_\_ 20b. I access (at least twice/month) the members section of our website.
- \_\_\_ 21. The club should provide training annually for members to use our club website.
- \_\_\_ 22. Our website should have video in addition to our usual photos.
- \_\_\_ 23. Our club needs more exposure on Facebook and Twitter.
- \_\_\_ 24. Beyond our present efforts, our club should publish more news releases/stories, etc. for local, state, and national media about club service projects, fund-raising, and club achievements.
- \_\_\_ 25. I am willing to serve on a club "working" committee to accomplish the efforts outlined in the previous question.

What additional information would be helpful to you that should be posted on our club website? (briefly describe) \_\_\_\_\_

### **Investment – Club Financial Resources & Fund-Raising**

**Goal: Use our club's financial resources judiciously and conduct appropriate fund-raising activities that enhance our impact and image**

- \_\_\_ 26. The cost of membership is reasonable and provides value to me.
- \_\_\_ 27. The amount of revenue obtained from our fundraisers is reasonable when compared to the amount of time spent.

- \_\_\_ 28. Our club, as a priority, needs to develop additional fund-raising projects for our Charity Donation Program.
- \_\_\_ 29. Our club should establish a major fund-raising program for the proposed All-Inclusive Park and Miracle League Park and set, as a 3-year goal, to raise \$5000 thru donations and fund-raising projects.
- \_\_\_ 30. I am willing to donate funds to the Club Foundation for the proposed All-Inclusive Park and Miracle League Park.
- \_\_\_ 31. More communication to club membership is needed about club's finances.

**Open-Ended Questions**

Why did you join Kiwanis? \_\_\_\_\_  
\_\_\_\_\_

What do you enjoy most about being a member of our club? \_\_\_\_\_  
\_\_\_\_\_

What are our club's greatest strengths? \_\_\_\_\_  
\_\_\_\_\_

If you could change one thing about our club, what would it be? Why? \_\_\_\_\_  
\_\_\_\_\_

Other comments? \_\_\_\_\_  
\_\_\_\_\_