

KEY SOLUTIONS

KEY CLUB MEMBERSHIP RESOURCES

Project survey

The best projects performed by Key Clubbers have been collected and put into several publications, but this has not always met the need of every locality. The true service club, the one with the most meaningful and productive programs, will want to meet the service needs within its own school and community. Therefore, this bulletin suggests conducting a survey to discover the needs in a specific community. The survey itself is good public relations for any club utilizing it.

I. Organization:

It is recommended that the board of directors or the programs committee make the decision whether to conduct such a survey and to what limits it should be pursued. Once these details have been decided, the board should then prepare a list of those administrative people within the school and community who are aware of needs within their own area of authority. Getting help from the sponsoring Kiwanis club is recommended.

For the school, such a list might include the principal, vice principal, head counselor, chief maintenance engineer or custodian, school nurse, etc.

In the community, you might want to include the mayor, chief of police, fire chief and the director of the park department, civil defense and city attorney, commissioners of various departments, other civic or community organizations and groups. The list could be endless and would vary in each community, depending greatly on the size of the city in relation to Key Club membership or specified area to work in.

Once the interviewees have been decided upon, each should be assigned to a responsible Key Clubber. The Key Club member should be instructed to call the individual to briefly explain the purpose of the survey and seek an interview. (Personal interviews are preferred to telephone interviews.) Each interviewer should be given a copy of the Key Club in Brief or "Youth Serves," which are available from the International Office, and any local material on Key Club activities, which can be left at the office visited. A time limit of two to three weeks should be established to complete the interview and prepare a report.

II. Interviewing:

In conducting the interview, the Key Clubber should be properly dressed, arrive on time and be prepared to take notes. The Key Clubber should introduce himself/herself briefly and explain what Key Club is (including some interesting facts about the local club), and explain the purpose of the survey. With this background on Key Club, the person being interviewed will be able to understand the limitations to service due to the make-up of the club, size of membership and available time to high school students. Hopefully, each person interviewed in this manner will suggest several needed service projects the Key Club would be able to undertake.

III. Selecting a project:

At the conclusion of the two- to three-week time period of interviewing, the board should meet again and compile the total list of suggested projects—EVERYONE SHOULD MEET A NEED IN THE LOCAL SCHOOL AND

COMMUNITY! Strike out those suggestions that are not practical or basically out of the question for Key Club to undertake.

Also eliminate those that do not properly fit under the classification of school or community “service.” All the suggestions must fill a real need and be a service to people. In making the selection, several items should be kept in mind:

1. Pick a project that the members can get excited about. Oftentimes Key Clubs undertake projects that do not have any appeal to the average member, regardless of how worthy it is. It is difficult to complete because of lack of membership enthusiasm.
2. Pick a project that can be completed in two or three weeks. Projects that “drag out” over long periods of time have a tendency to bog down, enthusiasm wanes, and the members have trouble completing it.
3. Pick a project that has some public relations value. Select a project that will be worthy of newspaper coverage, perhaps even a picture. And then, when actually working the project, make sure the local newspaper is advised and attempt to secure coverage (with picture, if possible).

IV. Follow-up:

When the board has selected and scheduled the project, send a personally typed letter (on Key Club stationery) to each person interviewed, thanking him for his/her time and interest. Also state what project the club has selected as a result of the survey. Identify the person who suggested it and send that individual a special letter of appreciation.

Have members of the Key Club collect all local newspaper clippings of your club at work on the project. Again on Key Club stationery, the president should write a note, “Just in case you missed it. Thanks again for your assistance,” attach the clipping, sign and mail to each person interviewed.

This is public relations at its finest. People of responsibility now identify themselves with the service project success and the Key Club program. It would be difficult to determine the number of influential people who will hear of Key Club as a result of this approach.

And, remember, the list is still good. If time permits, select a second project and write the two letters again. It is in solving local needs that the Key Club becomes important to school and community—and to its members.

V. General suggestions:

Your faculty advisor and Kiwanis sponsor should be included in all planning and meetings held. Their advice, counsel and recommendations are necessary and will be of extreme value to you. You might plan to have a joint Key Club-Kiwanis project survey (including CKI and Builders Clubs, if possible) to find the best joint service project available.

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