



EVALUATE YOUR IMPACT GUIDE

PURPOSE: To look objectively at all your current and potential service projects and fundraising activities to determine the best ways to use your resources.

AUDIENCE: Board members and general membership. Club coach, where applicable.

FREQUENCY: Annually — or any time the club has experienced significant changes in its membership or service interests.

DETERMINE YOUR IMPACT: ANALYZE YOUR SERVICE

Use the following steps for an honest and thorough assessment of each service project your club does.

1. Make a list of all current and future projects. (Use information gathered from your **community survey** for additional service needs.)
2. For each project, determine its level of impact and compare it with the resources used.
3. Place each project in one of the four quadrants, based upon a frank discussion of whether each is high- or low-impact and high- or low-cost. (Be prepared for debate and disagreement.)
4. Brainstorm ways you can mitigate a project's cost and increase its impact.
5. Make the hard decisions on what you should continue to do, start doing and stop doing.

EXAMPLE

HIGH IMPACT / LOW COST This is your "sweet spot" — where you want the greatest number of your projects to be.	HIGH IMPACT / HIGH COST This is your signature project. Every club needs one of these.
LOW IMPACT / LOW COST Unless any of these are a pet project of a member, you would be better off handing these projects off to another organization.	LOW IMPACT / HIGH COST These are resource "hogs." You need to enhance the impact and mitigate the costs for each one that you plan to keep.

EXAMPLE

FUNDING THE RIGHT FIT: ANALYZE YOUR FUNDRAISING

Use this chart to weigh the costs against the returns of potential and current fundraisers.





MEASURING YOUR CLUB'S READINESS: CREATE CLUB CHANGE

Give club members the results of the service and fundraising analyses so they get a full picture of the findings. (Also consider sharing the membership survey and community survey results.) Then encourage them to share their opinions and experience. Here are a few options for starting the conversation:

- Interview members individually.
- Use a member survey. (See the example in the **member survey**.) Online survey platforms can make the surveys 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 write them on sticky notes according to categories or questions.

These questions can help you make 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 should the club take to accomplish these changes?

Based on the information you give them and the feedback they give, determine what changes they're willing to make. With confidence that you have the buy-in of all members, you can use the results of this exercise to develop goals in the club's strategic plan.

EXAMPLE

Now that you have taken a critical look at your service and fundraising, determine what changes your club needs to make in the upcoming year. The best way to do this is through a Stop, Start and Keep activity. This will help you identify the easiest areas to change, possible areas of resistance and how you can make room for more impactful results.

It is best if you can involve the entire club in this process. The more people who are involved, the better the "buy-in" and the more likely success will be.

START	STOP	KEEP



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IMPACT FACTORS
<ul style="list-style-type: none"> • Number of lives touched. • Level of effect on recipients. • Duration of positive effect. • Club visibility. • Members' passion. • Recruiting impact. • Support generated in the community.
IMPACT ENHANCERS
<ul style="list-style-type: none"> • Reconsider recipient audience. • Add more visibility. • Target people with fewer advantages. • Consider age — the earlier the impact, the longer the effects.
COST FACTORS
<ul style="list-style-type: none"> • Money needed. • Hours required. • Number of members involved. • Time needed to organize. • Interest by members.
COST MITIGATORS
<ul style="list-style-type: none"> • Sponsors. • Partners. • Refreshing the event. • Donations.



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<p>This is your "sweet spot" — where you want the greatest number of your projects to be.</p>	<p>This is your signature project. Every club needs one of these.</p>
LOW IMPACT / LOW COST	LOW IMPACT / HIGH COST
<p>Unless any of these are a pet project of a member, you would be better off handing these projects off to another organization.</p>	<p>These are resource "hogs." You need to enhance the impact and mitigate the costs for each one that you plan to keep.</p>



FUND THE RIGHT FIT: ANALYZE YOUR FUNDRAISING

If your club needs some inspiring ideas, check out kiwanis.org/fundraising-ideas.

Name of fundraiser:	
Date / time of year of fundraiser:	
Gross income:	Total costs:
Net profit / loss:	Time spent (in hours):
Estimated number of lives impacted:	

VISIBILITY/INTEREST	YES	NO
Does this fundraiser support or promote our mission?		
Does this activity educate the public about the Kiwanis mission?		
Does the visibility generate interest in the club and its activities?		
Does or could the club get media visibility before, during and after the event?		
Member interest Rate 1-5 (5 is highest):	Visibility for club Rate 1-5 (5 is highest):	
How visible is the fundraiser — how much of the community does it involve? And how much more could it involve?		

LEVEL OF SUCCESS??	YES	NO
Are there partnership or sponsorship opportunities?		
Does it provide adequate revenue for projects?		
Does it provide significant revenue compared with the volunteer hours?		
Could the fundraiser be expanded or increased?		
Would the fundraiser be more successful if the club had more members?		
How could you increase the funds raised?		





MEASURE YOUR CLUB'S READINESS: CREATE CLUB CHANGE

Use this Stop, Start and Keep activity to determine what changes your club needs to make in the upcoming year.

START	STOP	KEEP

