



# Club and Community Needs Assessment

Welcome to the Lions and Leos Club and Community Needs Assessment (CCNA)! Whether your club is passionate about service but unsure where to begin, or a seasoned club seeking new service opportunities, this tool will help you reflect on your club's service and discover new ways to impact your community.

## What you will do

- 1 **Activity 1:** What are our club's strengths and challenges?
- 2 **Activity 2:** What area of need motivates our club to serve?
- 3 **Activity 3:** What are the specific community needs that motivate us, and what opportunities and resources will enhance our service?

## What you will need

- 1 A Lion or Leo to act as CCNA facilitator who has reviewed all the activities and can lead the discussions
- 2 8 to 10 club members
- 3 The Club Quality Initiative (CQI), a workbook designed to improve the way your club operates (available in the Resource Center at [lionsclubs.org](http://lionsclubs.org))

## How much time you will need

▶ 1-2 hours (All activities)



▶ 30-60 minutes (Activity 1)

▶ 30-60 minutes (Activities 2-3, Discover service project ideas)

## ACTIVITY 1

# What are our club's strengths and challenges?

### STEP 1

The best way to get started is by using **Assessment 1: Enhance Service Impact** (pages 8-9) in your Club Quality Initiative workbook to explore your club's service experience. Several of the questions in this exercise may not apply if you are a new club, so if that's the case, press on and don't be discouraged! For the purposes of this exercise, stop at the end of the Assessment 1 table.

### STEP 2

Use the worksheet below to fill in and discuss your Assessment 1 results and other club strengths and challenges.

Strengths	Our club's strengths are:
<p>Examples:</p> <ul style="list-style-type: none"> <li>» Lion and Leo skills</li> <li>» Existing service projects</li> <li>» Relationships with other clubs</li> <li>» Relationships with local community organizations</li> </ul>	
Challenges	Our club's challenges are:
<p>Examples:</p> <ul style="list-style-type: none"> <li>» Low Lion and Leo participation</li> <li>» Lack of specific technical skills</li> <li>» Small budget</li> </ul>	



## ACTIVITY 2

What area of need motivates our club to serve?

### STEP 1

Go back to your Club Quality Initiative workbook and complete the Activity Evaluation questions (page 9), located at the end of the Assessment 1 table. Use these questions to identify service projects your club enjoys or is considering.

### STEP 2

Discuss your Activity Evaluation results and use the space below to answer the following questions. Your answers can be broad (e.g., health) or narrow (e.g., diabetes). Don't worry about getting too specific: you'll do that in the next activity!

» An area of need that motivates our club to serve is:

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### ACTIVITY 3

What are our community's specific needs, and what opportunities and resources will enhance our service?

#### STEP 1

Choose an area of need that motivates your club to serve:

#### STEP 2

Use the worksheet below to list specific community needs your club is aware of within your chosen area of need. For example, if "Environment" is your chosen area of need, a specific community need might be "our community's river is polluted with trash".

Specific community needs	Our community's specific needs within our focus area are:
<p>Examples:</p> <ul style="list-style-type: none"> <li>» Access to existing services</li> <li>» Lack of organizations working to address a need</li> <li>» Unclear commitment from partners</li> <li>» Changes in local priorities</li> <li>» Lack of commitment from local population</li> </ul>	
Opportunities and resources	Our opportunities and resources include:
<p>Examples:</p> <ul style="list-style-type: none"> <li>» Community meetings or events where Lions and Leos could include a service project</li> <li>» Outside funding</li> <li>» Potential partners (organizations that could contribute technical skills, funding, etc.)</li> </ul>	



## ACTIVITY 3 (CONTINUED)

### STEP 3

You're almost finished! Use the space below to discuss ideas for service projects that maximize your club's strengths, minimize your club's challenges, address specific community needs and take advantage of service opportunities.

» Service project ideas

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## Congratulations!

You just completed the Lions and Leos Club and Community Needs Assessment! Are you ready for the next step in your service journey?

- 1 Form a team to plan how you will make your service project ideas a reality
- 2 Consider meeting with service providers and beneficiaries in your community to learn more about their perspective on local needs
- 3 Schedule a time in six to 6 to 12 months to review your assessment and see what you have achieved and learned

**Example:** Is this still the right cause for your club?

