



Public Questionnaire Strategy



Public View of Lions Club

It is important, before devising a club service development plan, to understand how the public views the club, and what might attract future members. The attached questionnaire can be used to conduct the club's own public survey. It is recommended that at least three non-members in each of the age-groups 18-40, 41-55 and 56 & over are interviewed with the questionnaire, to give some representative results on which to base the club's development plan. Contact with suitable individuals should, of itself, provide the club with some potential new members, if handled carefully. However, interviewees will be easier to find if it is stressed that participation is not a commitment to future involvement. There are some suggested instructions to interviewers attached to the questionnaire.

Use of Public Questionnaire

The use of a club evaluation questionnaire internally, this questionnaire for members of the public, and results of a club planning session, will not only help to analyze the club's current situation, but will also give much information and opinions from which to decide where the club wants to be in the future. Therefore, a report to the club can cover the possible profile for the future in the various areas of club life and can offer some targets for the club's consideration.

It is emphasized that the best way to use this questionnaire is for knowledgeable and capable members of the club to interview the members of the public identified by the club as suitable for this purpose, and worthy to be potential members. To obtain a meaningful response, it is recommended that at least nine interviewees be found. However, the more that can be included, the better consensus of opinion you will get as to community service needs as well as identifying more potential members for your club. Below is an example set of instructions for the organizer of the interviews, based on a sample of nine interviewees.

1. Please co-opt one or more fellow club members to help with the interviews, and hold a briefing meeting before starting, to discuss a common approach.
2. Please call on all club members to identify people in your community who your club would, on the face of it, wish to have as members, and who would be willing to take part in this survey.
3. Three of the members of the public should be between 18 (age of majority in state of Washington) and 40 years old, three between 41 and 55, and three between 56 and over. Try to ensure that there is a range of different business and social types within the nine.
4. To each interviewee, explain the aims and objects of Lions Clubs in general terms, and the purpose of the questionnaire. Try not to be too specific about the current activities and modus operandi of your club, as this may color the answers they give to the questionnaire.
5. Please emphasize to the interviewee that the questionnaire is confidential, for information only, and does not bind them, you, your club, or Lions Clubs International in any way as regards to any future decisions or courses of action.
6. Please print this questionnaire front-to-back on one piece of paper before distributing.

Please Note:

7. This public questionnaire strategy sheet is not to be distributed with the actual questionnaire. It is for administrative purposes only.

(see over)

What types of social events would be particularly attractive to you?

- Theatre, cinema, athletic events, etc. _____
 - Trips and sightseeing _____
 - Activities (i.e. golfing, biking, walking, etc.) _____
 - Parties (i.e. dinner, wine & cheese) in friends' houses _____
 - Dining Out _____
 - Quiz evenings, games evenings, etc. _____
 - Other (please specify) _____
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If you were to join a service club, would your spouse/partner be interested as well?

- YES _____ N/A _____
- MAYBE _____ NO _____

What time would you prefer to attend a service club Meeting?

- | If a weekday - | If a weekend - |
|------------------------------|-----------------|
| Breakfast time _____ | Morning _____ |
| Lunch time _____ | Afternoon _____ |
| Early evening (6 p.m.) _____ | Evening _____ |

What format would you prefer for service Club Meetings?

- | Dress Code | Venue |
|-----------------------|------------------------------|
| Casual _____ | Hotel _____ |
| Smart Casual _____ | Restaurant _____ |
| Business Attire _____ | Hall _____ |
| Club "uniform" _____ | Other (please specify) _____ |
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Would you be interested in obtaining information related to the Lions service club?

- YES _____
- NO _____