Exercise your Intelligence
Market Research commands the initiation of planning a new club. We’ve all heard the aphorisms: “A dream without a plan is just a wish,” and “If you don’t know where you’re going, you’ll probably wind up somewhere else.” Conducting preliminary market research allows you to better assess the needs of the community of your prospective new club. Hints from this demographic data will enhance your awareness when you visit the site first hand.

Crawl the Web
www.citydata.com
www.statcan.ca
www.citypopulation.de
www.greatschools.com
www.census.gov
Try searching for local government, school, or chamber of commerce websites.

Desire Demographics
Average Age of Population
Median Income
Population Diversity
Number of Schools - location?
Geographic Location
Marital Status
Education Level
Occupations

Create Social Bonds
Teachers
School Board
Parent Teacher Organizations
Community Leaders
Government Officials
Chamber of Commerce
Hospitals/Medical Centers
Other non-profit Organizations
Banks
Parks & Recreation Centers
Community Events

Establish Niche
Assess Kid-oriented Community Needs
Notify Optimist International of Prospects
Send in a Sponsor Commitment Form to Optimist International
Determine a shared Purpose
Gather Prospective Members