



City Profiles

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