

CENTER OF INFLUENCE INTERVIEW GUIDE

(Must be done in-person, face-to-face)

Step 1: Briefly introduce yourself and DeMolay (do not use your DeMolay pamphlets or literature until the end of the interview or unless asked).

- *We are a youth leadership program for young men that teaches fundamental life and professional skills, business, and community service.*
- *We “lean back” to the teachings and values that produced some of our most historic and prominent members, including: John Wayne, Neil Armstrong, Walter Cronkite, Walt Disney, Terry Bradshaw, John Steinbeck*
- *We do so through fun activities run by the kids, a spirit of brotherhood, community service and public speaking events*

Step 2: Tell them the purpose of your visit today.

- *Expansion and desire to learn about other organizations in the community*
 - *Potentially be a resource to each other’s organization*
 - *Share in the community programs you participate in as an organization*
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INTERVIEW QUESTIONS:

- 1. I have been on your website, but would love to learn more about your organization from your point of view:**

- 2. What are the top goals you have for your organization this year?**

- 3. What are the 3 biggest issues facing your organization right now?**

- 4. What are your specific responsibilities in the organization?**

- 5. How many members are in your organization?**

- 6. What types of meetings / community events do you hold?**

- 7. Do you have an event calendar?**

- 8. What other ways do your members network and communicate together?**

- 9. What do your members / colleagues value most from other community organizations?**

- 10. How could someone like myself be involved with your organization? Are there specific requirements?**

- 11. I've been asking several questions...what questions are on your mind?**

- 12. Do you have relationships with other organizations similar to mine?**
 - a. [If they say yes] How do you interact with them? How often?**

 - b. What do you wish was different about those relationships?**

- 13. Do you have a newsletter or blog for your organization?**

- 14. What would be the best way to make others in your organization aware of DeMolay?**
 - a. What would be the least effective way?**

- 15. Would I, my DeMolay kids, or their parents be able to attend one of your events / meetings as a guest to see your work in action?**

- 16. Is there anything else we should consider in building a relationship with your organization?**

- 17. What would you suggest we do to build relationships in the [TOWN] community overall?**

- 18. I was also planning to reach out to these other members of your organization to do an interview (SHOW THEM YOUR LIST). Who do you know and interact with the most on this list? How would you suggest I reach out to them...should I invite them out for coffee...mention that we have spoken...be my advisor for a moment, what would you suggest?**

(Thank them for their time and discuss any particular next steps that came up during the conversation. Share your DeMolay literature.)