

**Carolinas' PETS 2017: Engaging YOUR Community**  
(Total Time: 60 Minutes) (Final 12/09/2015)

**Discussion Leader Notes**

- **Smile! Plan your “engagement” plan (Note: This session has an important “Best Practices” Grid Handout)**
- **Pre-arrange the location of your BLANK FLIP CHART**
- **Introduce yourself to the group and explain your role as the facilitator of their discussion; you may wish to greet each participant individually as they enter and find a seat**
- **Discuss your expectations and group guidelines (such as taking turns speaking, welcoming and accepting all questions/comments, and asking the group to turn off all cell phones)**
- **Review the session’s learning objectives with the participants. Point out that the Objectives and other key items are Handouts for them**
- **Encourage participants to take notes; try to gauge the participants’ knowledge and Rotary experience and adjust the facilitated discussions accordingly**

**Learning Objectives (Refer to Handout #1)**

***At the end of this session, participants will be able to:***

- 1. Identify the ingredients of an effective community-building service project that helps to tell Rotary's story***
- 2. Determine a balanced program of service for the club***
- 3. Understand the role and importance of YOUR leadership and commitment in your club's service projects***
- 4. Understand the importance of periodically evaluating every club project***
- 5. Discuss specific ways to encourage and strengthen club projects***
- 6. Identify the "best practices" of successful/effective club projects.***

***Specifically point out the "Best Practices" GRID for this session. A sample is below; it is Handout #1 for this session.***

**SHARE YOUR BEST PRACTICES**

<p><b><u>Identifying Community Needs</u></b></p>	<p><b><u>Projects should assist in driving new membership.</u></b></p>
<p><b><u>Rotary's Public Image Should Always be a Factor</u></b></p>	<p><b><u>Determining Whether A Project Is A Good "Fit" For Your Club</u></b></p>
<p><b><u>Insuring Club Support/Participation</u></b></p>	<p><b><u>Involving Members &amp; Committees</u></b></p>
<p><b><u>Partnering With Another Organization</u></b></p>	<p><b><u>Evaluating A Completed Project</u></b></p>

## **Engaging YOUR Community**

### **INITIAL DL TALKING POINTS** (5-7 Minutes)

- ***YOU have an IMPORTANT ROLE to play as Club President as you and your club engage your community through your service projects***
- ***Community service projects TELL ROTARY'S STORY and show others WHO WE ARE and WHAT WE REPRESENT!***
- ***To get you thinking, I want YOU to consider 8 KEY questions before we move into today's material:***
  1. ***What is your club's STRONGEST community service project?***
  2. ***How do your club projects foster new membership?***
  3. ***What forms of media, if any, do you use to promote your club projects?***
  4. ***Does your club have any WEAK (or "declining") service projects?***
  5. ***Could some of your club service projects use an injection of enthusiasm (HINT: Projects such as this likely need some "tweaking" and re-evaluation for their overall effectiveness)?***
  6. ***Are your projects STILL meeting CRITICAL community needs (or does your club do a project "because we've always done that one before")? (GREAT HINT: A community needs assessment really can help you!)***
  7. ***What does the "member participation rate" in your club service project(s) look like?***
  8. ***Do your club service projects span more than one Avenue of Service?***

## **Community Engagement = Successful Service Projects**

*(25 Minutes)*

**Q. How many of you have planned a service project for your club?**

**Key Points (This information is ALSO a Handout; Handout # 4)**

- **We are in the “business” of service. “Service Above Self” is Rotary’s principal motto.**
- **Every Rotarian is tasked with the responsibility for finding ways to improve the quality of life in his or her community and around the world through service projects.**
- **Service projects provide opportunities for both member and community involvement and fellowship.**

**Who has heard of the Rotary Community Corps?**

- **Service projects are also a part of your club’s public image and the image of Rotary International**

**Be sure that your club has a good mix of local projects as well as international projects. We will talk more about this later in this session.**

**Q. How did your club know your community would benefit from the project?**

**Key Points (This information is ALSO a Handout; Handout # 4)**

- **A successful service/community impact project requires the following steps:**
  - **Conduct a needs assessment to determine the needs and concerns of the community. Projects repeated for many years can lose effectiveness and community impact.**

- *Develop a plan to ensure the project will be meaningful and successful*
- *Implement the project to provide the service.*
- *Evaluate current projects to plan for future projects, learning from the successes and the failures; evaluation should be a part of all stages, from project planning to implementation and post-project review*

**Q. Think of a community impact project that went well in your club. How did your club decide to do it? What (specifically) made it successful?**

**Q. What lessons have you learned that you can apply to other projects?**

**Q. As President, what is your role in supporting your club's community service efforts?**

**Q. Who will you work with to carry out your club's community service projects?**

**Talking Points (Look for these ideas!)**

- *Introduce your incoming club Presidents (Elect, Nominee) to the "Service Projects Committee" concept*
- *The Club Service Projects Committee is the primary resource for helping the club conduct successful service projects*
- *This committee identifies/develops and implements projects that help the community (and communities in other countries)*

**Q. What other club committees support successful service projects?**

**Sample Responses**

- **Public Image/Relations committee: to ensure recognition of community service efforts**
  - o **Remember Rotary Showcase as an available resource**
    - **MyRotary → Take Action → Rotary Showcase**
- **Membership committee: to promote participation among all club members, and to identify attraction opportunities**
- **Rotary Foundation committee: to identify projects that may qualify for Rotary Foundation grant programs**
- **Your District Assistant Governor**
  - o **Helps to share the word of your event and also helps to find needed resources from nearby clubs**
- **District program committee**
- **Other district-level committees (e.g., Rotary Foundation)**

**Q. Did your club partner with another club or organization on a successful service project? What happened?**

**Q. How can your club successfully determine the needs of the community?**

**Talking Points (Look for these ideas!)**

- **A needs assessment looks at the economic situation, geographic setting, education levels, demographic profile, community compatibility, and political conditions of the community. Club history and timing could also be important.**
- **Talking with community leaders, such as educators, social service representatives, local government officials, and**

***religious leaders, provides valuable inputs on the needs of the community***

- ***Talk to your club (Great Hint: Club Assembly). Discover the issues your club members are interested in so as to match the needs of the community; service projects need to be a good “fit” for the club and its members. This point also highlights the need to be sure that the diversity within your club matches the local demography.***

***Q. Who can provide support when implementing a service project?***

### ***Sample Responses***

- ***Rotarians and their families and friends***
- ***Other Community organizations***
- ***Rotary Foundation Alumni***
- ***Rotary Youth Exchange students***
- ***Rotary Youth Leadership Awards (RYLA) participants***
- ***Rotary Community Corps***
- ***Interact and Rotaract clubs***
- ***Other Rotary clubs and their websites***
- ***District resources (Assistant Governor)***
- ***NOTE: make reference to Rotary’s Risk Management for Working With Youth, found on pages 66-67 in the Lead Your Club President 2016-19 Edition***

### ***Discussion Leader Note***

- ***Refer participants to Chapter 7 (Your Projects) of the new Lead Your Club Manual (President 2016-19 Edition) and also “Lifecycle of a Project” found on MyRotary → Take Action → Develop Projects → Lifecycle of a Project for detailed information including conducting a needs assessment. There are also valuable webinars available there.***

**Discussion Leader Note**

- ***Here is a potential SMALL GROUP BREAKOUT OPPORTUNITY***

***Q. What questions should you consider when evaluating the effectiveness of club projects?***

***Some potential responses:***

- ***Did the project meet the needs of the community as envisioned?***
- ***Did all club members have an opportunity to participate?***
- ***Was there a balance between financial assistance and hands-on assistance?***
- ***Was there adequate public relations and/or media coverage of the project?***
- ***Was your club able to meet the financial demands of the project?***

## **A Balanced Program of Service & Engagement**

*(Total Time: 15 to 20 Minutes)*

***Q. How can you plan service projects that support the Object of Rotary? (DL Note: Have the Object of Rotary and the 5 Avenues of Service nearby! They are both found in Handouts # 3)***

***Talking Points* (Look for these ideas)**

- ***Planning projects that address 1 or more of the 5 Avenues of Service will ensure that the club is pursuing the Object of Rotary.***
- ***Often one service project falls under more than one Avenue of Service***

***Q. What is an example of a club service project that addresses more than one avenue of service?***

***Q. How has your club been involved with an international service project?***

***Q. What RI and Rotary Foundation programs can clubs use to support their service projects?***

***(Refer to Appendix 8, page 65: “Rotary Service” from the new Club Presidents’ Manual)***

***Potential Group Exercise: (Divide your participants into small groups to address the following question)***

**“What new (or novel) approaches has your club taken to involve MORE Rotarians in service projects?”**

**(Allow 4-5 minutes and seek the TOP 1-2 answers from each group)**

**Q. It’s important for your club to have a good mix of local and international service projects. We are Rotary “INTERNATIONAL” after all. How can your club get involved in an international service project?**

**Talking Points (Look for these ideas!)**

- **Clubs can use the following strategies to get involved in an international service project:**
  - **Contact the district Rotary World Community Service or district Rotary Foundation committee chair**
  - **Explore the Rotary Ideas database at <http://ideas.rotary.org>**
  - **Talk with your Governor, Assistant Governor, and other clubs in your district**
  - **Network with fellow Rotarians at local, district, or international meetings**

## **DL CONCLUDING THOUGHTS AND COMMENTS** *(End of Session)*

- **In Rotary, our service projects often serve as the “standard” by which we are judged (and observed). Are the current service projects performed by your club relevant?**
- **Are your current service projects a “good fit” for:**
  - A. Your community needs**
  - B. Your club**

- C. The demographics of your membership**
- D. The financial and human capital resources required for success**
- E. Other factors unique to your club: \_\_\_\_\_**

- **Would your club be better off with MORE or LESS projects? Would a “smorgasbord” of smaller, more frequent projects be a better match for your club?**
- **Have you considered a larger (or perhaps more effective and visible – higher impact) “signature” project for your club that more effectively meets a more current community need?**
- **Would a club “Community Service Committee” be a good idea for your club?**
- **(KEY POINT) Don’t forget the periodic community “needs assessment” as a valuable tool to insure that your club’s service projects are still valued and needed/wanted by the community!**

## **Review**

- **Review the Learning Objectives to ensure that all topics were covered sufficiently. Answer any questions and let the participants know how to contact you if they have questions later (Your contact information is on the Carolinas’ PETS website)**
- **Ask participants to share something that they learned during the session and an action they will take as a result of this session. Participants can share with the person next to them or with the entire group.**
- **THANK THE GROUP**

**Carolinas' PETS '16 - Engaging YOUR Community**  
***HANDOUT #1***

**Learning Objectives**

***At the end of this session, participants will be able to:***

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- 3. Understand the role and importance of YOUR leadership and commitment in your club's service projects***
- 4. Understand the importance of periodically evaluating every club project***
- 5. Discuss specific ways to encourage and strengthen club projects***
- 6. Identify the "best practices" of successful and effective club projects***

**HANDOUT #2**

**SHARE YOUR BEST PRACTICES**

<p><b><u>Identifying Community Needs</u></b></p>	<p><b><u>Projects should assist in driving new membership.</u></b></p>
<p><b><u>Rotary's Public Image Should Always be a Factor</u></b></p>	<p><b><u>Determining Whether A Project Is A Good "Fit" For Your Club</u></b></p>
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## **OBJECT OF ROTARY**

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

**FIRST:** The development of acquaintance as an opportunity for service;

**SECOND:** High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;

**THIRD:** The application of the ideal of service in each Rotarian's personal, business, and community life;

**FOURTH:** The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

## **AVENUES OF SERVICE**

We channel our commitment to service at home and abroad through five Avenues of Service, which are the foundation of club activity.

**Club Service** focuses on making clubs strong. A thriving club is anchored by strong relationships and an active membership development plan.

**Vocational Service** calls on every Rotarian to work with integrity and contribute their expertise to the problems and

needs of society. Learn more in [An Introduction to Vocational Service](#) and the [Code of Conduct](#).

Community Service encourages every Rotarian to find ways to improve the quality of life for people in their communities and to serve the public interest. Learn more in [Communities in Action: A Guide to Effective Projects](#) and this [Community Service presentation \(PPT\)](#).

International Service exemplifies our global reach in promoting peace and understanding. We support this service avenue by sponsoring or volunteering on international projects, seeking partners abroad, and more.

Youth Service recognizes the importance of empowering youth and young professionals through leadership development programs such as [Rotaract](#), [Interact](#), [Rotary Youth Leadership Awards](#), and [Rotary Youth Exchange](#).

**HANDOUT #4**

**Key Points**

- ***We are in the “business” of service. “Service Above Self” is Rotary’s principal motto.***
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- ***Service projects provide opportunities for both member and community involvement and fellowship***
- ***Service projects are also a part of your club’s public image and the image of Rotary International***

**HANDOUT #5**

**Key Points**

***A successful service/community-impact project requires the following steps:***

- ***Conduct a needs assessment to determine the needs and concerns of the community. Projects repeated for many years can lose effectiveness and community impact.***
- ***Develop a plan to ensure the project will be meaningful and successful***
- ***Implement the project to provide the service.***
- ***Evaluate current projects to plan for future projects, learning from the successes and the failures; evaluation should be a part of all stages, from project planning to implementation and post-project review***

**HANDOUT #6**

**Community Engagement Resources**

**Contact information for Secretariat staff and RI and Foundation officers and appointees is listed in the Official Directory and at [www.rotary.org](http://www.rotary.org). Download publications at [www.rotary.org](http://www.rotary.org), or order them through [shop.rotary.org](http://shop.rotary.org), [shop.rotary@rotary.org](mailto:shop.rotary@rotary.org), or your international office.**

**The following resources are available to help you conduct successful service projects. They can be found from the Lifecycle of a Project webpage on MyRotary. MyRotary → Take Action → Develop Projects → Lifecycle of a Project.**

**Communities in Action (605a-EN) — Provides comprehensive instructions for planning, conducting, and evaluating a service project.**

**Community Assessment Tools (605-EN) Provides comprehensive details for how to conduct community assessments.**

**Lead Your Club: Service Projects Committee (225d-EN) – A comprehensive manual for your club's Service Projects Committee.**

**Rotary Showcase User Guide – This guide will teach any Rotarian what Rotary Showcase is and how to use it effectively. It includes an anatomy of an efficient Showcase project including some featured past projects.**

**Rotary's Areas of Focus (965-EN) – Provides excellent examples of service projects in each of Rotary's 6 Areas of Focus**

**And there are more...**

## Human Resources

- **Club and District Support representative — Staff members at international offices and RI World Headquarters who can answer administrative questions and direct other inquiries to appropriate RI and Foundation staff.**
- **MyRotary – Visit EXCHANGE IDEAS → COMMUNITY MARKETPLACE to find Rotarians and Rotaractors who are developing innovative resources that help clubs and districts connect with each other.**
- **MyRotary – Visit EXCHANGE IDEAS → DISCUSSION GROUPS to find a group that is discussing projects that you may want to emulate, or learn from, or even extend. This is a wonderful forum to share and get ideas from.**
- **Rotarian Action Groups — International groups of Rotarians, Rotarian spouses, and Rotaractors who join together to conduct international service projects related to a specific topic.**

## Informational Resources

- **Club Central – Club assessment and goal-setting tools used to plan service project goals. Via the RI website and through new Webinars, learn more about the system and how it can help your club plan for your year.**
- \* **Club Assessment Tools (808–EN) - A companion piece to the Membership Development Resource Guide**
- **RI programs newsletters — E-newsletters on specific RI programs. Sign up at [www.rotary.org](http://www.rotary.org)**
- **Rotary Community Corps Handbook (770-EN) — Basic steps for organizing a corps, including how to identify potential leaders; also includes case studies and project ideas.**
- **The Rotary Foundation Quick Reference Guide (219-EN) — A detailed overview of the programs and services of The Rotary Foundation.**

- ***World Community Service Handbook: A Guide to Action (742-EN) — Information on the WCS program, including overviews of donations-in-kind projects and the Rotary Volunteers program, as well as Rotary Foundation grants that can assist WCS projects.***
- ***Abuse and Harassment Prevention Training Manual and Leaders' Guide (775-EN) — Youth protection guidance that can be modified to comply with local laws and situations to create and maintain the safest possible environment for all participants.***

### **Financial Resources**

- ***Funds from individual donors or local businesses***
- ***Rotary Foundation grants and grants from other foundations***
- ***Funds solicited through the <http://Ideas.Rotary.org> database***