
Engaging Your Community

Reference: *Lead Your Club*, 222-EN-(518), Chapter 8

Learning Objectives

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 difference between a fundraising project and the service project(s) it funds
4. Understand the role and importance of YOUR leadership and commitment in your club's service projects
5. Understand the importance of periodically evaluating every club project
6. Identify the "best practices" of successful and effective club projects

Notes & follow-up:



Engaging Your Community

<p><u>Identifying Community Needs</u></p>	<p><u>Projects Should Assist in Attracting & Retaining Members</u></p>
<p><u>Rotary's Public Image Should Always be a Factor</u></p>	<p><u>Determining Whether a Project is a Good "Fit" for Your Club</u></p>
<p><u>Ensuring Club Support/Participation</u></p>	<p><u>Involving Members & Committees</u></p>
<p><u>Partnering with Another Organization</u></p>	<p><u>Evaluating a Completed Project</u></p>

Engaging Your Community, continued

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.

Notes & follow-up:

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KEY POINTS

- We are "**People of Action**" -- We identify needs in our communities, create solutions, then fund and execute service projects (fundraisers are a means to an end - not an end in themselves)
- While we are a Membership Organization first and foremost, our "business" is service -- thus "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
- Effective, meaningful service projects are essential to attracting and retaining Rotarians
- Service projects are also a part of your club's public image and the image of Rotary International

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 deliver 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
 - Does the need for the project still exist?
 - Are members still passionate about the project?
 - Who/what would be harmed if we dropped or reinvented the project?



Engaging Your Community, continued

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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. Download publications at www.rotary.org, or order them through <http://shop.rotary.org>.

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 Six Areas of Focus

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.

Human Resources, continued

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 <http://www.rotary.org/newsletters/>

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.

Abuse and Harassment Prevention Training Manual / 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 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