

PLANNING AND IMPLEMENTING EFFECTIVE SERVICE PROJECTS
SESSION INSTRUCTOR: CARL EDDY
SESSION NOTES

Successful Service Projects

SSP Must be **SMART**: Specific, Measurable, Achievable, Realistic, Timing

Characteristics of a Successful Service Project

1. Needs were identified
2. Good number of members were involved
3. It was FUN
4. It was visible in the community
5. It had a realistic budget
6. The club bought into it by communicating the information through photos and a SMART plan
7. Identified risks and plans to overcome or deal with them
8. Involvement of others such as; school kids, government, community organizations, other experts that relate to the project, Rotaract/Interact members
9. Identified fund sources other than Rotarians such as; sponsors, Rotaract volunteers and other fundraisers
10. Identified that it is sustainable and will be maintained
11. A committee was struck and well planned out
12. If international, a well established and good communications with the International Host and having a Host Rotary Club
13. Having skill sets on both sides that pertain to the project
14. Timely
15. Media attention on the project
16. Attach a cause to the fundraising effort

Good Committee Structure will

1. Plan
2. Identify the need and do a community needs assessment
3. Plan Budget
4. Committee plan includes recommended chair of three years
5. Involve of other Rotarians and get the club buy in
6. Encourage Continuity of the chair
7. Plan for sub committees in PR, Budget, Fundraising, Needs Asses
8. Plan the right people such as; new members, skill specific, ones with passion and ones with the time
9. Follow the club leadership plan
10. Make it relevant
11. Stay on target and on time
12. Utilize resources available

Committee Structure

1. Chair (3 years)
2. Sub Committees
3. Member involvement: enthusiastic, interested, experienced
4. Youth involvement
5. Community members

Chairpersons Responsibilities

1. Oversee committee persons
2. Plans
3. Active participation
4. Budget
5. Goals and deadlines established and communicated
6. Assigns the co chairs and sub committees and delegates
7. Accountable

Resources available

1. RI Website
2. Community: library, Chamber, public, organizations
3. District
4. Committee Chairs
5. Assistant Governor
6. Rotarians and their connections and vocations

Types of Service Projects

1. Tree Planting
2. Beautification of a community beach
3. Playground constructed
4. Water retention in countries with little rain water and no wells
5. Shoes for elementary children
6. Build a \$600 house in poor villages in Mexico
7. "Bread Run", "Food Share": day olds from stores to the needy
8. Hospice House construction
9. "Rotary First Harvest": Rotary land for growing vegetables for the needy and organic growing
10. Water Wells
11. Basketballs for schools
12. Flower beautification
13. Sponsor Rotaract to go on short term youth exchange
14. Parks and local improvements
15. Books and/or dictionaries for schools and specific children
16. Support school athletics
17. Orphanage in other countries
18. Roses for funds
19. Car shows for various fundraising opps

20. L.E.O. Life Enrichment Options for young persons disabled, mentally challenged, diseases to put on activity for them to build fun, improved confidence etc. A go cart idea – pushing the kids down a hill in a decorated go cart, includes parents who have fun seeing their kids laughing
21. Pit Stop – Dinner for the homeless, cooked, prepared and served by Rotarians and family
22. Craft workshops for kids

Balanced Programs

1. Follows the RI strategic plan that may included; polio, peace, literacy, water projects, public relations, humanitarian aid
2. Broad spectrum including fellowship activities and scholarships for youth
3. Covers the four avenues of service: international, community, vocational, club
4. Funds spread out and grants utilized in combination

Finding a Project

1. Community needs assessment and survey community
2. Talking with Club and others
3. Survey the other clubs and partner

Volunteerism

1. Remind yourselves that volunteers are very busy people
2. They need passion for something in order to have energy and desire
3. They probably need to have money
4. Don't forget to recognize your volunteers

Who are our Ambassadors of Rotary?

1. Scholars
2. Spouses
3. Youth exchange students
4. Recipients of service projects
5. GSE team
6. Professionals involved like Bill Gates

PLANNING AND IMPLEMENTING EFFECTIVE SERVICE PROJECTS
SESSION INSTRUCTOR: LINDA COYLE
SESSION NOTES

THE VALUE OF SERVICE PROJECTS

A reason to belong to a club or organization

Many hands make light work

Visible Rotary Profile

Increases retention in membership

Great place for fellowship

PR Value / Media exposure

A BALANCED PROGRAM OF SERVICE

Cover the 4 Avenues of Service...the pillars

Got the \$\$\$\$ to do it!

Represents hands on by members

3Ws Wisdom....Wealth....Workers

Interaction with the community

Balance the desires of the club members

Cross section / Member Involvement

Multi-Club partners and other community organizations

SUCCESSFUL PROJECTS

Matching the need of the community with the need of the club

Get credit / PR value from the project

Set goals, objectives, tactics within a time frame

Mission Statement

Personal growth for members for working on the project

Human Factor...buy in by the members

Celebrate Success

Respect Community Partners

Adequate funding for the project

The project is legal and meets Government regulations

COMPLETION

**PLANNING AND IMPLEMENTING EFFECTIVE SERVICE PROJECTS
SESSION INSTRUCTOR: WAYNE JENSEN
SESSION NOTES FRIDAY 4:15 PM**

Balanced Program of Service

- Four Avenues of Service
- Club Resources
- Involve All Members
- Meets Purpose of Rotary

Successful Service Projects

- buy in by all Members
- Be Organized
- Funding – Prepare a Budget
- Assess Club Members' Skills
- Assess Community Needs
- Benefit All
- Use Community Resources
- Involve Other Organizations
- Public Relations

- Consider “Future” Commitment
- Project Matches Club’s Resources

Planning the Project

- Identify Community Needs
- What do Members Want?
- Match Project to Members
- Brainstorming Ideas
- Feasibility
- Contact other Clubs
- Complete the Project Plan

Discussion - What if Club Members Face Challenge on Choosing a Project

- Purpose of Rotary – Keep Healthy Club
- Look for Compromise – Do both projects
- Open Club Vote
- Involve all Members
- Interview Members
- Win-Win! – Good Fundraising Project
- Look for Matching Grants
- Team Building – social
- Find Facilitator – Peace-Maker

“Make no small plans; they have not magic to stir men’s blood.” Daniel Burnham
MAKE BIG PLANS – “BUILD COMMUNITIES. BRIDGE CONTINENTS” Ray Klingensmith

PLANNING AND IMPLEMENTING EFFECTIVE SERVICE PROJECTS
SESSION INSTRUCTOR: WAYNE JENSEN
SESSION NOTES SATURDAY 3:15 PM

Balanced Program of Service

- Four Avenues of Service
- International Projects
- Local Projects
- Vocational Projects
- Community Projects for both Youth and Seniors
- Reflects Talents and skills of Members
- Matches Members Passions
- Balanced Club Participation
- Budget/Funding
- RI Strategic Plan

Successful Service Projects

- Well Planned
- Well Supported
- Champion
- Well Publicized
- Accomplished Goal
- Supported by the Community
- Meets the Four Way Test
- Partner support
- Spawns additional projects
- Is within Budget

- Leaves a Legacy
- Appropriate Recognition for all Members
- Use PHF points for recognition

Planning the Project

- Identify Project
- Community Needs Assessment
- Data collection
- Identify members' interests
- Project link on RI Website
- Set Goals – set Timeline (SMCAT)
- Inventory Resources available
- Budget – Financial Feasibility
- Fits in with Club Vision

Best Practices

- Calendar – Communication
- Use of Club runner, Facebook
- Planning Session with Club- pick top 2 or 3 – Vote
- Approach members individually – use Personal Ask
- Matching Club members' Passion
- Involve Newer club members
- Presentation of Projects from Groups

1) Park Beautification Project

- Beyond Traditional fundraising – Funding Risk
- Involved partners
- Timeline set due to weather

- Involved community
- Safety plan put in place

2) **Seniors Project**

- Project involved walkways, Ramps and Benches
- Issues included location, legal, unions and design
- Timeline – completed in 2 phases
- Sold to Club Board and obtained Club buy-in
- Budget – used existing funds and looked for grants
- Special fund raisers for project
- Risks included Financial, Liability and Maintenance

3) **Youth Project**

- Project involved supplying text books to schools in the Philippines
- Partner club
- Transportation of Books
- Involved PTA, School
- No Risks

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PLANNING AND IMPLEMENTING EFFECTIVE SERVICE PROJECTS
SESSION INSTRUCTOR: DENNIS WICKHAM
SESSION NOTES

Thoughts from participants.

Balanced Program of Service:

Fellowship Events

Participate in Local and International projects

Participate in short and long term project

Participate in hands on projects

Encompass Four Avenues of Service

Partner with other community service clubs

Service committee Responsibilities:

Quantify and evaluate Project ideas

Use firesides for input /discussion of potential projects

Committee to set goals and action plan

Project Ideas and Resources:

Advertise to solicit projects – Media/Website

Items for consideration when taking on any project:

Time availability of members to participate in the project – take on you're your club has the resources to take on from within the club and resources that can be mobilized from your community.

Review the history of the projects that your club has completed

- What was successful in the past and avoid projects that were not successful

Steps of a project not to forget is finalizing the project which includes evaluation of the project, celebration of the project, and participant recognition

President can have a signature project for his or her year. This requires the appointment of a project chair/champion of buy in from the club in order to be successful.

Community Needs Assessment - Project selection tool that can be used to assist in evaluating and selection potential local or international projects --

http://www.rotary.org/RIdocuments/en_pdf/mg_cna_faq.pdf

http://www.rotary.org/RIdocuments/en_pdf/605c_en.pdf

Rotarian Action Groups – Potential Resource:

<http://www.rotary.org/EN/SERVICEANDFELLOWSHIP/FELLOWSHIP/GLOBALNETWORKINGGROUPS/Pages/gngdatabase.aspx>

Resources for international projects include Project Link, international and district Rotary projects fairs:

GSE Teams

Rotarians who travel to other countries

Uniendo America Project Fair: <http://www.uniendo-america.org/web/>

Project Link

(<http://www.rotary.org/en/ServiceAndFellowship/ProjectResources/ProjectLINK/Pages/ridefault.aspx>)

Philippine project fair 2009: <http://www.projectfairphil2009.org/>

MatchingGrant.org - <http://www.matchinggrants.org/>

District resources

Financial resource for Canadian Rotary Clubs – <http://www.acdi-cida.gc.ca/acdi-cida/ACDI-CIDA.nsf/eng/NIC-5494720-J79>

PLANNING AND IMPLEMENTING EFFECTIVE SERVICE PROJECTS

SESSION INSTRUCTOR: JOHN BUSHNELL

SESSION NOTES

Learning Objectives

P lanning

I mplementation

E valuation

Service Projects

Learning Objectives

At the end of the Effective Service Projects session, participants should be able to:

1. Delegate responsibility P.I.E.
2. Identify the value of a balanced program of service projects
3. Identify goals, action plans and required resources for sample service projects.

What is a Balanced Program of Service?

International

Community

Vocational

Presidential Citation

R.I. Strategic Plan

Community Needs Assessment

Mission of Rotary:

Is to enable Rotarians to advance world understanding, goodwill and peace through the improvement of health, the support of education, and the alleviation of poverty.

R.I.'s Areas of Focus

Water and Sanitation

Disease Prevention

Maternal & Child Health

Basic Education and Literacy

Economic and Community Development

- Vocational
- Educational
- Community
- International
- RI programs (such as RYLA, GSE, or Rotaract)
- Fundraising for club projects

Be Flexible To Suit History, Needs, Or Style of Your Club!

R.I Recommended Sub Committees for Service Projects

What Makes A Project Successful?

- Member Buy-In
- Relevant
- Supported by club
- Sustainability
- Appropriate to size and abilities of club
- Supported by the community
- Planned with clear goals
- Proper stewardship of funds
- Enhances visibility of Rotary
- Appropriate recognition of volunteers

Duties of Your Service Project Chair

- Preparation of the committee members by informing them about their roles and responsibilities
- Ensuring Committee sets and achieves its goals
- Assisting committee members to create an action plan
- Securing financial and resources prior to taking action
- Determining who is responsible for implementing each step
- Establishing criteria to measure progress and success
- Another thing to think about when forming your committee: set up a succession plan for 3 years.

PROJECT PLANNING STEPS

Community Needs Assessment

For International: Project Link on the RI Website, Project Fairs, Member Identification

For Local: Police, Schools, Social Services, Newspaper, etc.

Planning the Project

Set goals, identify partners, design the project

Public Relations for Project

Publicizing the project prior to fundraising will raise awareness of those you are soliciting

Financing the Project

Matching Grants, fundraising, in-kind vs. cash

Implementing the Project

Training, schedules, supervision, record keeping, support for volunteers

Finalizing

Complete financial records, return equipment, report to club

Evaluation

Did it meet intended need? Were finances proper? Club participation? Media?

Weaknesses

Celebration

Provide recognition of volunteers and donors.

THANK
YOU
FOR
YOUR
SERVICE!!