

# Creating Service Projects



I am a vital part of a worldwide service organization meeting needs in communities.

<p><b>Session Goals</b></p> <p>Learn to identify, plan, organize and implement a service project in your club</p> <p>Develop a business plan for your service project</p> <p>Learn how to evaluate the success of your project</p>	<p><b>Materials</b></p> <ul style="list-style-type: none"> <li>◆ <b>Insert SP-1:</b> Service Project Questions</li> <li>◆ <b>Insert SP-2:</b> Alternative Service Projects</li> <li>● □ Communities in Action: A Guide to Effective Projects. <i>605A-EN (112)</i> <a href="http://rlifiles.com/files/resource/Communities_in_Action_605a_en.pdf">rlifiles.com/files/resource/Communities_in_Action_605a_en.pdf</a></li> <li>● □ Community Assessment Tools. <i>605C-EN (1006)</i> <a href="http://rlifiles.com/files/resource/Comm_Assess_Tools.pdf">http://rlifiles.com/files/resource/Comm_Assess_Tools.pdf</a></li> <li>● □ The Rotary Foundation’s Six Areas of Focus 965-EN <a href="http://www.rotary.org/myrotary/en/document/rotary%E2%80%99s-areas-focus">www.rotary.org/myrotary/en/document/rotary%E2%80%99s-areas-focus</a></li> <li>● □ Lead Your Club Service Projects Committee #2260 <a href="https://my.rotary.org/en/document/lead-your-club-service-projects-committee">https://my.rotary.org/en/document/lead-your-club-service-projects-committee</a></li> </ul> <p>Key:    ◆ attached insert    ● online    □ article</p>
--	--

## Session Topics

- 1) You have been appointed to chair a committee to develop a new service project for your Rotary Club.
  - a) How do you start?
  - b) Outline the steps you should take.
    - *Determine the need*
    - *How do you approach the club: make a plan or with just an idea?*
    - *Establish buy-in*
    - *Gain support of club members and the community*
    - *Time, costs, level of involvement, and size of project are important*
    - *How does the project fit in with other club activities?*

*"The time we take to serve those who need us can be the turning point, not only in their lives but also in our own."*

1980-81 RI Pres. Rolf Klarich  
— *Take Time to Serve*  
THE ROTARIAN, July 1980

- c) Establish the procedure you would use to identify a need in your community.
  - d) How do you determine the feasibility and advisability of a project?
  - e) How will your club finance the project?
- 2) Develop a “business plan” for a service project. Consider the factors discussed above under Question 1. **Facilitator Note: Divide the class into groups of 3-5 participants. Using the service project ideas on Insert SP-2, ask all of the groups to create a business plan to be shared with the entire class. You may ask all small groups to prepare the business plan for the same service project, or you may ask one group to work on Project A, one to work on Project B, etc. Alternatively, ask each group to develop details for a different element of the project (e.g., determining need, obtaining funding, etc.). Ask each group to designate a reporter to report back to the entire class. The use of easel pad sheets is recommended.**
- 3) How will you evaluate the success or lack of success of the project?  
*Possibilities: Survey the beneficiaries, survey club members who participated in the project, maintain records of number of users, consider whether budget was adequate, consider hurdles that were not anticipated, etc.*
- 4) Review the plan for creative, “outside the box” alternatives or changes to the project. How could you make it “bigger, better, bolder?”  
*Examples: (1) A club might partner with another Rotary club, a Rotaract or Interact club, another district, or another non-Rotarian organization in the community, such as a government agency, church, or other non-profit group to duplicate the project or make it bigger. (2) A club might expand its service “footprint” to include more beneficiaries or a related group of beneficiaries. (3) A club might expand into related areas based on project success, such as expanding a school literacy project to include mentors for children, child nutrition education, or actual meals served at the school.*
- 5) Fundraising or “Friend-raising”
- a) Discuss the differences between a community service project and a purely fundraising event. Can the two be combined?
  - b) How can a fundraising event also be a “friend-raising” event for Rotary? How can a fundraising event be used to inform and educate non-Rotarians about the good work Rotarians do, and thereby gain friends for Rotary?

- c) How much risk do we or should we take with service and fund raising projects?
  - d) Share fundraising ideas from Rotary Clubs that can help raise funds for “hands – on” projects.
- 6) We have discussed ways to do service projects so let’s do one. Turn to SP2 Alternative Service Project. Divide into 3 groups and solve the problem.

## SUMMARY

Good Rotary Service projects require:

- Meeting a need today
- Creativity
- Sustainability
- Risk taking
- New ideas
- Keeping prior projects only if viable today!

### **Insert SP-1: Service Project Questions**

1. Can a Rotary club do anything to help?
2. If so, what can Rotarians do “hands on” to help?
3. How much funding is required? Fundraising?
4. How can the project be designed? What is needed?
5. Will the project generate good publicity for the club?
6. Can the members be “sold” on the project?
7. Is this a one-year project or a continuing project?
8. What other community resources are available or what other organizations should be involved?
9. What are the steps necessary to move forward?

## **Insert SP-2: Alternative Service Projects**

### **Service Project A**

Rotarians and community leaders have been concerned that there are not enough recreational facilities and activities for teenagers in the community. With little to do and no place to “hang out,” teenagers have been gathering at the shopping mall or the town square, sometimes getting into trouble and harassing older people and other teens.

A team of Rotarians visited the Mayor who agreed that more recreational facilities and activities are needed for teenagers, but the town budget cannot pay for a youth center, etc. The Mayor did say that the town has a vacant lot that could be donated or used for some purpose. It also has a vacant two-room school building that could possibly be repaired and used for teen activities; however, it has not been used for several years and is not in very good condition.

### **Service Project B**

Members of your club have talked to the head of the local welfare department about possible projects, and she told them of an elderly couple who were largely confined to their home because they couldn’t navigate the 5–6 steps to the front of their home. They also had trouble climbing the steps to their bedroom and often ended up sleeping on a couch or even on the floor. The head of the welfare department asked if Rotary could help the couple in any way.

### **Service Project C**

Members of your club have talked with the principal and some teachers and guidance counselors at an elementary school in town to learn the major issues for the students. Unfortunately, there are a lot of problems, but the educators believe that the most significant issue is that some third graders are far behind in reading skills, and some can’t read at all. What can your Rotary club do to help third graders become better readers?