

# Communities in Action:



## A GUIDE TO EFFECTIVE PROJECTS



Rotary International



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# Introduction

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A community, defined in its simplest terms, is a group of people who have something in common. But in real life, a community is something far more complex than that. Each member of a community — every individual, group, organization, and business — draws benefits from that community in many different ways. For a community to thrive, each of its members must honor a commitment to contribute to the well-being of the whole by returning those benefits in kind.

Rotarians recognize the importance of giving to the community. Service lies at the heart of the Rotary movement. Every Rotary club and every Rotarian assumes a responsibility to find ways to improve the quality of life for those in their communities and to serve the public interest. When those efforts are effective, they not only contribute to the greater good, they also promote Rotary's positive image.

What makes a community service effort effective? Relevance. A community service project must address some real, current community concern or issue. Rotary clubs should start by surveying the community to determine current community concerns or issues. Once this is accomplished, effective responses to those issues can be clearly formulated.

Some projects can benefit from Rotary International's structured programs such as Rotaract, Interact, Rotary Community Corps, Rotary Volunteers, or Youth Exchange (see Appendix B for more information). In addition, the RI Board has developed a "Menu of Service Opportunities" that identifies a variety of high-priority issues for clubs and districts to address. These recommended service activities are described in this publication's companion piece, Rotary International's *A Menu of Service Opportunities* (605B-EN).



## An effective service project...

- Responds to a real issue, not an imagined one.
- Improves community members' lives.
- Incorporates the abilities of those who are served.
- Recognizes all participants' contributions as important and necessary.
- Is based on a realistic assessment of resources available.
- Aims for specific goals and objectives with measurable results.
- Builds working networks.

# Selecting a Project

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Every Rotary club has something valuable to give to its community. Every community has needs that have not been adequately addressed. The key to effective use of Rotary's assets — the expertise, enthusiasm, and compassion of Rotarians — in addressing important issues within a community is to understand how and where the club's available resources can be most effectively used.

The primary challenge in project selection involves ensuring that the project has real relevance to the community while at the same time serving as a learning experience for Rotarians. For these reasons, the best project isn't necessarily the most elaborate or expensive. A club must identify its role in the community and determine what segment of the community it can help with the resources at hand.

*One approach to determining how a Rotary club fits into the big picture is to engage in a discussion of these facets of the community as a whole:*

- strengths and assets
- challenges and needs
- opportunities for projects
- threats to proposed projects

This is accomplished by arranging a meeting of Rotarians and other community members. The discussion should incorporate as diverse a representation as is possible, not only to produce the most accurate portrait of the community, but also to build valuable working relationships with a wide array of community members and leaders. Such relationships help a club to build upon existing resources within the community rather than forcing it to “reinvent the wheel” by starting from scratch. This can also make future projects more efficient because the club will be able to rely upon established ties within the community rather than having to forge new ones.

## ASSET INVENTORY

Effective community development efforts are based on an understanding of the community's assets, capacities, and abilities. An inventory will give your club a good idea of available resources and potential partners. Use local directories, newspapers, telephone surveys, community meetings, and word-of-mouth at local gathering places (such as churches or parks) to help compile a list of resourceful individuals, associations, and institutions. Then discuss the ways in which these resources could be best utilized in cooperative community efforts.

By starting the project selection process with a look at the community's assets, you will not only avoid duplicating an existing community project, but you will also be able to incorporate a wide range of partners and skills into the eventual Rotary project. If your club already knows that it will conduct a project in one general area, such as health or youth, it can inventory just those individuals, associations, and institutions that work in that area.

### Community assets to inventory:

**Residents:** A wealth of gifts, skills, and talent can be culled from the community's residents. This includes those who are traditionally marginalized, such as youth, the elderly, the disabled, and the poor. Effective community development doesn't treat these individuals as people to be served or catered to; it includes them as contributors to the cause.

**Associations:** The amount of involvement in civic associations tends to be underestimated. Most communities are rich with religious, cultural, and recreational associations. These groups of active citizens can often be included in the development process to an extent that exceeds their original purposes.

**Institutions:** Local institutions, including businesses, schools, libraries, health care facilities, and social service agencies, all have a stake in the community and offer a variety of valuable assets for community development.

## NEEDS ASSESSMENT

An assessment of the community's needs will help your club focus on key areas of concern and identify needs that are already being addressed by existing projects.

### Assessing a community's needs

1. Introduce the idea of assessing the community's needs to the club's board of directors, explaining how this will help the club determine service priorities.
2. Appoint a committee to oversee the assessment.
3. Make a list of people qualified to comment on the needs of the community (e.g., educators, government officials, law-enforcement officials, hospital administrators, social workers, leaders of civic organizations).
4. Develop a list of questions to help assess the community's needs.
5. Pose the questions to individuals or small groups verbally or in writing. Different methods you can use include: telephone survey, focus groups, or a mailed survey with a cover letter.

6. Review the survey results. Determine what issues were most commonly identified and what issues other clubs and community organizations are addressing. Is there duplication? At this point, you may wish to convene with a small group of community leaders to discuss the results. Write a brief report on your findings.
7. Share your report with committee members and the club. Also send a summary of the results, along with a thank you letter, to those who participated in the survey.

### Suggested questions/topics for a community needs assessment

- List all of the successful community service projects in your field and the reasons for their success.
- List any needs that our community has in your field and describe what you think are the best ways to address them.
- Do you know of any instances in which volunteer organizations are duplicating efforts?
- Do you believe that residents of our community are aware of the full range of community services available to them?
- Do you see a need for more volunteer involvement in your field?
- Does the community offer a decent standard of living for all residents?
- What is the community's adult literacy rate?
- Are schools and hospitals outfitted with the special equipment and facilities they need?
- Are the roads in good condition and able to handle the amount of traffic they carry?
- Is there a recycling program in operation? What is the rate of participation?
- Have emission standards been established for automobile exhaust and other noxious fumes?

### CHOOSING A PROJECT

Once you have assessed the community and determined its strengths and needs, the next step is to identify the service opportunities for your club, based on existing community concerns and available resources.

Choosing an issue to address, a group to assist, or a project to fund can be a difficult decision. One project could not possibly address all of the community's needs; the club must determine where its work will have the greatest impact.

A number of questions will shape the club's decision:

#### What is the club's pattern of involvement?

Rotary clubs play many different roles, among them: a source of funding, a facilitating partner that brings together various community groups, and a source of people-power for making impact.

#### What is the club's Community Service history?

It is not uncommon for other projects to be ignored during the burst of enthusiasm that accompanies the launch of a new project. Pay particular attention to how the new project will fit in with existing projects.

#### Is the project attractive to club members?

Whether a project "fits" the ages, interests, and abilities of the club's members is certainly a consideration. Some Rotarians like hands-on projects; others prefer an emphasis on financial assistance. Try to identify a project that will incorporate the skills and interests of a wide variety of your members.

#### What financial and time commitment will be required of the club?

A club's resources are proportionate to the number of its members as well as their time and talents. Realistic expectations with regard to these available resources play an important role in making a project's goals achievable.

#### How long will the project last?

Be sure motivation can be sustained over the life of the project. The project should require enough help to keep everyone busy. With too few participants, the work can be overwhelming; with too many participants, idle time threatens to foster disinterest.

#### Can you work with Partners in Service (Interact, Rotaract, or Rotary Community Corps)?

Involving Partners in Service can contribute to the quality of the service being performed. Finding a role for family members of Rotarians can also enhance the project.

#### Are other organizations involved?

Partnering with other credible community organizations can provide leverage and pave the way for future cooperative efforts.

*If the project that you select is a new activity for the club, start small and keep it manageable. You can use that initial experience to build toward more involved projects in the future.*

Involving the club's board of directors in the authorization and initial guidance and direction of the project will help to ensure long-term support. Likewise, involving club members in the decision-making process along the way will build motivation by giving them a feeling of ownership.

# Planning a Project

With the project selected, the next step is to develop a plan. Planning involves organizing people and resources and establishing goals and a time frame.

## FORMING AN ORGANIZING COMMITTEE

The organizing committee oversees the project from start to finish. It makes all of the decisions that shape the project, including the management of resources such as funds, materials, and club members' time.

The committee should include individuals who have particular talents or expertise in areas relevant to the project. Also consider choosing non-Rotarians for the committee. Including a member of the community is a good way to get the perspective of those who will benefit from the project. By working *with* the community instead of *for* the community, you stand a better chance of having your project achieve long-term success.

Another way to make a project more effective is to find a way to involve Partners in Service — Interact, Rotaract, and Rotary Community Corps — on the organizing committee.

## ESTABLISHING GOALS AND OBJECTIVES

The committee's first job is to establish the project's goals, which are then used to set objectives. Goals are conceptual and represent a broad description of what the project is meant to achieve. Objectives are specific aims based on those goals.

**Goal:** Our adult literacy program will create better career opportunities for its participants.

**Objective:** Our weekly, evening adult literacy program will serve 30 students in a 15-week course that will aim to raise their literacy skills to the sixth-grade level.

*Effective objectives are measurable, achievable, challenging, and shared.*

A *measurable* objective is stated in quantifiable terms. It can be evaluated at the end of the project. For example, "inform young people about career opportunities" is less effective than "hold a career fair for 100 students."

An *achievable* objective is based on a realistic assessment of materials, resources, and time.

A *challenging* objective takes into account what is realistically achievable and aims for the best possible outcome.

A *shared* objective is one that represents the aspirations of all involved.

## CREATING A WORK PLAN

With the goals in mind, create a work plan — a simple, easy-to-understand schedule that documents each task involved in reaching the project's objectives. The work plan should list:

- specific tasks
- persons responsible for completing each task
- available resources necessary to complete the task
- target dates for completion of tasks
- expected outcome of each task

In conjunction with the development of a work plan, an individual or a subcommittee can be appointed to monitor the progress of the work plan and to encourage, remind, and reward those working on each task.

### Things to consider during the planning process

- Location of the project
- Hospitality for volunteers
- Transportation costs
- Safety concerns
- Materials needed
- Involving Interact, Rotaract, and Rotary Community Corps members
- Timing (e.g., observing holidays, school calendars, etc.)

## DEVELOPING A BUDGET

Realistic financial expectations, outlined in a detailed budget, will lessen the chances of unforeseen costs arising as the project progresses. Base the budget on your work plan. Items to consider include:

### Expenditures

- Printing of promotional materials
- Postage for promotional materials
- Transportation for volunteers
- Refreshments for volunteers
- Materials and supplies

### Income

- Donated goods and services
- Funds raised for the project
- Grants

(See pages 8-9 for more information.)

## INVOLVING YOUR CLUB MEMBERS

To sustain the sort of effective action that a successful project requires, the participants need to be motivated — not just at the start, but throughout the length of the project. An initial positive experience often encourages people to go on to other service activities.

### Some methods for motivation include:

- Learning peoples' names and using them.
- Placing people in jobs that best fit their abilities, interests, or experience.
- Providing a vision of the positive impact of the project.
- Highlighting the significance of each person's role.
- Delegating responsibility.
- Building effective teams.

Follow-through is important for obtaining the results you want on a project and building momentum, for the current project and for those that might be undertaken in the future.

### Some examples of follow-through include:

- Maintaining personal contact with project participants.
- Writing letters to acknowledge contributions or to provide project status reports.
- Asking for periodic evaluations of the project or task.

Communication throughout the entire project also plays a large role in keeping club members motivated. There should be no secrets about the project. Everyone involved should be kept abreast of project news on a regular basis.

### Keep Rotarians informed with these tools:

- Regular updates at club meetings
- Celebration of milestones
- Recognition of club members and others as project proceeds
- Visits from partner organizations
- Club events at the project site



## CREATING COMMUNITY PARTNERSHIPS

Don't limit your search for sources of expertise and talent to your club. Your project can be greatly enhanced by tapping the community's existing resources. Involve community groups or businesses, particularly those that have a tie to the area being served. This sort of increased community support helps to give ownership to a broader range of community members and increases the likelihood of having the project result in real, meaningful change.

Another option is to work with other organizations. Such a collaboration can result in an effort that is more than the sum of its parts. Investigate partnerships with local governments, nongovernmental agencies, other service clubs, libraries, schools, or religious organizations.

Larger groups that generally operate at the national and international levels are also possible resources for local initiatives. For example, the World Health Organization often works with Rotary clubs on service projects. The United Nations field office in your country will be able to provide you with information on available expertise and grants. Rotary International has representatives at the UN as well as staff at RI World Headquarters who can assist you in locating the closest UN field office. Other large organizations also have had experience working with Rotary clubs.

*When working on a joint project, make sure you are certain of the cooperating organization's integrity.*

### Ask these questions:

- What is the organization's mission and track record? Are they in accordance with those of your club?
- Does the organization have financial statements available?
- Is the organization willing to work with Rotarians and share public relations opportunities?
- What kinds of opportunities would Rotarians have in working with the organization?

### Working with government

Governments at all levels can be useful partners in projects to serve the community. Governmental participation in a project can result in additional financial, informational, and technical assistance. Create a bond with the local government by inviting officials to speak at club meetings or to become members of the club.

# Public Relations

All community service projects need to include a detailed public relations plan. Sharing the project's message with the community serves a number of purposes, including enhancing Rotary's image, gaining support for projects, and attracting qualified candidates for Rotary membership. Making the community aware of your work, and convincing large segments of the community to support it, requires advance planning.

Thorough public relations covers the entire length of the project: At the outset, it helps to illustrate the club's vision, recruit volunteers, and initiate partnerships; when the project is launched, it highlights its timeliness and the importance and relevance of the mission; continued communication sustains the project's message; and post-project publicity that concentrates on the effort's success enhances the Rotary club's credibility in the community.

For further information, consult the Rotary publication *Effective Public Relations: A Guide for Rotary Clubs* (257-EN).

## DEVELOPING THE MESSAGE

A good first step in developing a communications plan is to create a one- to two-page information sheet that includes all of the main pieces of information about the project. Keep this brief and to the point, with bulleted lists or a question-and-answer format that makes it readable.

*From here you can develop the strategies you will use to promote your project. The key is to determine exactly what it is that you are trying to accomplish and then focus on a few core messages.*

### Ask these questions:

- What is the goal of the project?
- Who is the target audience for sharing the story?
- What are the key messages to the target audience?
- What roles do Rotarians and the community at large have?
- What types of outreach, including media, marketing, or promotion, would be cost-effective?

If your target audience (e.g., elderly individuals, young mothers) differs substantially from your club membership, you may find it useful to do some investigation before implementing your public relations plan. Where do individuals from the target group socialize, work,

shop, or worship? By answering these questions, you will be able to more effectively tailor your public relations plan and reach your target audience.

## DELIVERING THE MESSAGE

Getting the word about your project out to the community is best achieved through marketing and through the media.

### Marketing

Marketing your message involves direct exposure in various settings throughout the community. This is a selective, strategic approach that requires minimal expense. Some ideas for marketing your message:

- Personal presentations — Offer to speak about your project during community events and other forums that involve community leaders and other concerned citizens.
- Announcements — Send announcements describing the project to people who might be interested (e.g., those who participated in the needs-assessment survey).
- Distribute personal invitations to targeted community members for project events.
- Point-of-purchase display — Ask business owners to display project brochures near the cash register or a flier in the front window.
- Exhibit at your local shopping center — Display photographs and descriptions of your club's project. Provide information on how people can participate.
- Promote at the project site — Display banners, signs, T-shirts, and caps with the Rotary logo and your club's name.



## Media

Delivering your club's message via the media — television, radio, newspapers, and magazines — is an effective means of reaching your target audience. With the help of an informative, professional-quality news release, you can expose your project to a wide audience. The cost to your club is little more than time spent with an editor, reporter, or talk-show host.

Put together a list of names, addresses, and phone numbers of editors, reporters, and television and radio news directors who cover your club's area and send your news release to them. Different types of media offer different opportunities for exposure.

Here are some ideas:

- A feature story about your project or one of its participants or recipients to run during a newscast.
- An extended interview with a project spokesperson on a public affairs program.
- A public service announcement promoting your project.
- A live broadcast from one of your club's events.
- Regular project updates in the community news section.
- A guest editorial, written by a prominent member of the community, pertaining to the issue your project addresses.
- A letter, written by a club member, to the editor about your project's effect on the community.
- A mention in a regular column.

## Tips for writing a news release

1. Ask: What is unusual, important, or worth knowing about this project?
2. Answer who, what, when, where, and why in the first paragraph.
3. Make it brief and simple (two pages maximum), with the most important facts first and a colorful quote somewhere in the first few paragraphs.
4. Keep extra copies of all releases.



# Raising Funds

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Great ideas and boundless enthusiasm are wonderful resources to have, but your project won't be effective if you don't have the money to make it viable. Fundraising requires a plan that spells out what you want your project to accomplish and how you expect to get the money to make it work. It might be possible for your club to completely finance a project through its own fundraising events, such as a walkathon, bake sale, or car wash. Other times, however, you will need to turn to outside sources.

For more information, consult the Rotary publication *Fund Raising Resource Guide* (256-EN).

Typical sources of funding:

- individuals
- businesses
- foundations

In nearly every campaign, individual donors are the primary source of contributions.

## CREATING A PLAN

### Presenting the project

The first step in the fundraising process is to prepare yourself for questions about how the money for a project will be used. Compose a two- to four-page document that provides information on the need being addressed, your club's proposed solution, the resources required, the budget, a time line, the anticipated result of the effort, and an explanation of what Rotary is and does. Partner organizations and the community in general will have more confidence in your effort when they see it presented in an organized and professional fashion.

### Building relationships

The second step involves building relationships with those who have financially supported your project. This is a long-term task.

Keep donors informed of all your activities, giving them updates on big events and thanking them for their support. This sort of consistent communication can lead to a permanent relationship with a pool of donors who will support future projects.

## APPROACHING DONORS

### Individuals

Maintain a database of individuals who support the community with their gifts. Assess the individuals' past donations to get an idea of how much you can expect them to give to your project.

When approaching individual donors, don't sell yourself short. Seek a large, but realistic, donation. Give the donor a clear picture of how much money you need to raise, the donor's role in the effort, and the amount of money you would suggest that the donor give. Do this in a thoughtful, courteous manner, and let the donor decide if the amount is too high. If you have done your homework, any realistic amount that you suggest will not shock or offend the donor, and you're more likely to receive that amount, or something close to it, than if you make your request vague or ask for a gift from an arbitrary range of figures.

Also remember that some companies match the funds donated by their employees. Ask individuals whether their companies participate in a matching gifts program.

### Give people a reason to support your project

- Underscore the rewards of improving the community.
- Offer concrete results, such as a report on the project that details how many people are being assisted and where the project can be viewed.
- Offer recognition of their donation in the form of an award or an acknowledgment in a speech.

### Businesses

When soliciting businesses for financial support, do some research first. Call the business and find out exactly whom you should ask for a donation, and find out if the company does indeed support work like yours. Check the library for grant information and research the contribution history of various businesses you have in mind.

Customize your message to each particular company. Emphasize the benefits it will receive from sponsorship, especially the publicity. Companies' marketing budgets are larger than their budgets for charitable donations; if a company can be convinced that sponsorship will bring it a lot of exposure, it is more likely to draw from its marketing funds.

If a company is interested in your work but not in a sponsorship, suggest some other type of donation such as labor, supplies, or equipment. Providing volunteer assistance or donations-in-kind can also go a long way toward creating a positive image of the donor that would cost much more to cultivate through advertising.

## Foundations

As with businesses, procuring funding from foundations requires some research. Check the library for books that list foundations and the funding they make available.

Once you have identified potential sources of funding, you need to establish personal contact with them. It's a good idea to have one person from your club act as the main contact for any given organization; this facilitates the bonding process.

When filling out an application for foundation funding, be sure to follow instructions to the letter. After submitting the application, make a follow-up call to the organization to offer any extra information that might be needed.

If your request for funding is approved, send a letter of thanks and ask what reporting procedures are required. The foundation will likely want to follow the progress of your work. If your request is denied, find out why. Also try to determine if your club might be considered for funding for future projects. If so, this is a good time to develop a relationship with the organization.

## Getting celebrities on board

The support of a high-profile member of the community or a celebrity can mean a lot to your project's fundraising potential.

A fundraising letter that bears the signature of a mayor, school principal, or local television or radio personality can have a big impact on potential donors, as will your affiliation with a celebrity who is known to support the type of work you're doing.



## FUNDING THROUGH ROTARY

Sometimes districts have funds available to assist clubs with projects. It is worth your while to check with your district governor about the availability of any such resources.

Another way to procure Rotary funds for a project is to collaborate with a Rotary club in another country. Rotary Foundation Matching Grants and Health, Hunger and Humanity (3-H) Grants offer funding to clubs that form international partnerships and meet eligibility criteria. The chances of finding an international partner can be increased by using the World Community Service Projects Exchange, which lists projects in need of support by project type, size, and geographical location. Clubs and districts can register a project by submitting a "Project Data Form" (784-EN) to Rotary World Headquarters or to RI service centers. The Projects Exchange exists as a printed publication (754-EN) and is available on the RI Web site ([www.rotary.org](http://www.rotary.org)).

RI and The Rotary Foundation offer other helpful publications to help you take advantage of Rotary resources:

- *Humanitarian Grants Programs booklet* (130-EN)
- *A Guide to Developing and Managing International Service Projects* (126-EN)
- *World Community Service Handbook: A Guide to Action* (742-EN)

## Common components of a request for funding

- Description of Rotary and the club's activities
- Need being addressed
- Objectives
- Methods
- Time line
- Evaluation plan
- Budget

# Evaluating Success

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Evaluation plays an important role in your project and in future projects. You need to know what worked and what didn't work in order to learn and grow from the experience. You also need to determine, through the collection of measurable data, whether the project achieved its objectives.

The evaluation process does not need to be expensive or time-consuming. Much of the work is already accomplished when you set your goals and objectives during the planning phase. If your objectives are measurable, completion of the evaluation is simply a matter of collecting the data related to each of those objectives and deciding if the objectives were met.

## CHOOSING THE TYPE OF EVALUATION

To start, determine the:

- purpose of the evaluation
- audience (e.g., club members, sponsors, media)
- information needed
- sources of the information
- best way to collect the information
- date the evaluation is needed
- resources available for information collection
- method for reporting the results

You must also choose which method of evaluation to use. Your choice depends on resources available as well as the objectives of your project. Your options include:

### Data analysis

Data analysis involves a comparison of statistics from before and after the project. For example, an adult literacy project could include a test given to students at the beginning and the end of the course to determine what progress the students have made.

### Survey

For results that are less easily quantified, a survey can track some measure of change. An example would be a survey that monitors the level of AIDS awareness in a community before and after a club's AIDS-awareness project.

### Case study

A case study records the effects of a project on a limited number of people. The establishment of a Rotary Community Corps, for instance, can have a profound effect on a small segment of the community. A study of those whose lives were affected can provide an in-depth look into how much change took place after the RCC

began its work. Detailed interviews with participants can produce evidence of changes in their knowledge and skills that have resulted from their exposure to the project.

*A combination of several methods will give you the most effective and comprehensive evaluation.*

For example, the impact of a revolving loan fund can be described as having reduced the number of people with incomes of less than US\$500 per month by 20 percent, increased the number of people who now have a savings account, and changed the lives of two women who now describe increased self-confidence and better circumstances for their families.

## WRITING THE EVALUATION REPORT

Your evaluation report should be succinct, appealing, readily understood, and useful. The style will depend on how the report will be used.

- Keep the report short.
- Make the story more powerful by using active voice and the present tense and by featuring the most important points first, with key points highlighted.
- Include quotes, anecdotes, graphics, and photographs.
- Specify the recommendations for action so that everyone can learn from your experience. Include suggestions for what other similar projects might do differently.

Always send a copy of the project report to Rotary International for possible inclusion in RI publications. You can use the report form in Appendix D.

### Working with respondents

When interviewing people, whether for needs assessment or evaluation, be considerate. Give them the opportunity to tell you what they think is important, and when they do, listen carefully and respect their opinions. Some questions, such as those that are overly personal or not relevant to the project, can make respondents feel uncomfortable and less willing to participate fully. Assure the respondents that their answers are confidential, and maintain that confidentiality.

It's also important to survey the Rotarians involved. Ask for their impressions of the project. Get their insight on what they thought could have been improved and whether they would be interested in working on a similar project in the future.

# Getting Started: The Basics

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Not all clubs have the resources to invest as much time and effort into projects as they would like. New clubs are often devoting much of their attention to membership development and getting a number of new projects started; smaller clubs may not have the personnel or the time to conduct thorough needs assessments and public relations campaigns. It is possible, however, to incorporate each step of the process in a way that will maximize effectiveness without putting unrealistic demands on the club.

### Selecting a project

Instead of designing a survey and contacting a large number of people, ask each club member to contact two community leaders and ask them:

- What do they see as an appropriate role for the Rotary club in the community?
- What community needs could Rotary address?

Use one club meeting to report on the members' findings. Discuss the club's options with regard to projects, the direction the club should take, and what interests club members.



### Planning a project

Use the full-club discussion to set goals for a project and to do some preliminary preparation for the work plan and budget. Despite this whole-club approach, your project will probably be most effective if it has a coordinator or a committee to determine specifics.

Just because the club is new or small, don't assume that all of the club's members will automatically feel that they have a stake in the project. You still need to communicate information about the project to club members so that they will remain motivated.

Clubs with limited resources should put an emphasis on working with other groups or organizations. In these cases, collaboration provides extra impact.

### Public relations

If the club has done sufficient advance planning for the project, the message should not be difficult to articulate. If a substantive media campaign is not feasible, club members can spread the message in other ways, such as posting fliers throughout the community.

### Raising funds

Many simple ideas for raising funds are available in the Rotary publication *Fund Raising Resource Guide* (256-EN), including auctions, contests, dinners, festivals, and lectures. Depending on the support needed by your club, you may need to contact individuals directly, asking them for personal donations of funds, supplies, or services.

### Evaluating success

A simple evaluation of your project is better than none at all. You need to know what you accomplished in order to share that information with those who worked on the project and those who provided funding and other support. Query those involved with the project, both participants and recipients. Try to get specifics: What changed, how much, and how many were involved?

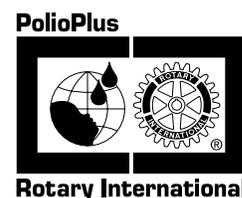


# Special Program of Rotary International

## PolioPlus

Launched in 1985, Rotary's PolioPlus program is one of the most ambitious humanitarian undertakings ever by a private-sector organization. Initially, Rotary provided polio vaccine to children in developing countries. By 1990, it was assisting health care workers in the field, providing training for laboratory personnel to track the polio virus, and working with governments to support the eradication campaign. The PolioPlus fundraising campaign concluded, but Rotary started the PolioPlus Partners program to enable Rotarians in polio-free countries to help their counterparts in polio-endemic countries equip laboratories, assist medical officers in the field, and support immunization campaigns.

The efforts to rid the world of polio are paying off. The World Health Organization target date for certification of a polio-free world, 2005, coincides with Rotary's 100th anniversary. In order to be able to celebrate a polio-free world and honor Rotary's commitment, a major push is needed immediately.



## Structured Programs of Rotary International

### Interact

Interact is a Rotary-sponsored service club for young men and women of secondary school age. Interact clubs provide young people with the opportunity to develop a range of leadership skills while learning the value of teamwork.



*Serious Fun brochure* (600-EN) — Colorful leaflet that describes Interact to potential members

*Interact Handbook* (654-EN) — Guide for organizing and administering an effective Interact club

*Interact poster* (639-EN) — Color poster promoting the Interact program

*Serious Fun* (650-EN) — Video designed to promote Interact among prospective members

### Rotaract

Rotaract is a program for young men and women, ages 18 through 30. Rotaractors address the physical and social needs of their communities and promote friendship through service. Rotaract clubs are sponsored by Rotary clubs, but they are self-governing and self-supporting. This gives the members an opportunity to develop leadership and professional skills.



*Rotaract: Building a Better Tomorrow* (663-EN) — Brochure for potential Rotaract members

*Rotaract Handbook* (562-EN) — Guide to organizing and developing a Rotaract club

### Rotary Community Corps (RCC)

Self-help organizations made up of non-Rotarians, RCCs work to develop the communities where they live, learning valuable group skills in the process.



Hundreds of rural and urban corps worldwide are sponsored by Rotary clubs.

*Rotary Village Corps and Rotary Community Service Corps* (779-EN) — Brochure providing a general overview of the program

*Rotary Village Corps/Rotary Community Service Corps Handbook* (770-EN) — Provides basic steps for organizing an RCC

### Rotary Friendship Exchange

Rotary Friendship Exchange offers Rotarians and their families the opportunity to carry out reciprocal visits, living for a few days in the homes of Rotarian families in other countries. The program advances international understanding, goodwill, and peace through interpersonal contact across national boundaries.



*Rotary Friendship Exchange Handbook* (702-EN) — Guide to arranging a Friendship Exchange

## Rotary Recreational and Vocational Fellowships

Recreational and Vocational Fellowships bring together Rotarians with common interests for fellowship and service opportunities. The fellowships are organized by Rotarians for Rotarians and represent a wide array of activities and occupations.

*Join the Fun!* (728-EN) — Brochure that serves as introduction to Recreational and Vocational Fellowships

*Rotary Recreational and Vocational Fellowships Handbook* (729-EN)



## Rotary Volunteers

Volunteers registered with this RI program learn of service opportunities in and beyond their communities. The Rotary Foundation may assist international volunteers — Rotarians, Rotaractors, Rotary Foundation alumni, and others — who meet eligibility criteria.

*Rotary Volunteers Handbook* (263-EN)

*Rotary in Action: Volunteers* (386-EN) — Video highlighting individuals



## Rotary Youth Leadership Awards (RYLA)

RYLA is a program sponsored by Rotarians at the local level in which young people between the ages of 14 and 30 attend a leadership training program. RYLA participants attend an all-expense-paid, 3- to 10-day workshop focusing on leadership and professional development topics of interest to their specific age group. The seminars are organized and run by Rotarians.

*RYLA: Springboard to Leadership* (636-EN) — A promotional brochure describing the RYLA program and its benefits

*RYLA Guidelines* (694-EN) — An outline of RYLA club or district plans to develop leadership among young people

*RYLA poster* (635-EN) — Poster promoting the RYLA program



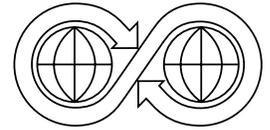
## World Community Service

World Community Service (WCS) occurs whenever a Rotary club in one country assists a club in another country with a service project. The WCS Projects Exchange is a “help wanted” database where Rotary clubs seeking international assistance can publicize their community service initiatives. This registry is published as a booklet, updated twice a year, and is also available on the RI Web site ([www.rotary.org](http://www.rotary.org)).

*World Community Service Handbook: A Guide to Action* (742-EN) — Contains information on WCS and gives an overview of the Donations-in-kind Information Network and Rotary Volunteers program

*World Community Service Projects Exchange* (754-EN) — A starting point for international partnerships

*International Service in Action: a WCS Video Workshop* (753-EN) — A video outlining four basic steps for Rotarians in developing and carrying out international service projects

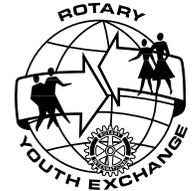


## Youth Exchange

The Youth Exchange program sends students of secondary school age to engage in study or travel abroad for up to one year in order to advance international understanding and goodwill. Youth Exchange students live with host families and experience life, culture, and education in another country.

*Youth Exchange Handbook* (746-EN) — Guide to running a Youth Exchange program

*Youth Exchange — Making a World of Difference* (755-EN)



## Additional Resources Available from RI and The Rotary Foundation

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### RI Web site

The Rotary International Web site ([www.rotary.org](http://www.rotary.org)) is any easy way to get up-to-date information on Rotary and its programs. Included on the site is the **RI Projects Database**, a searchable collection of project examples. You can use the Projects Database to collect project ideas for your club and to get contact information so that you can exchange ideas and experiences with Rotarians who have completed projects of interest to you and your club. Also included on the RI Web site is the **World Community Service Projects Exchange**, a searchable database of projects in need of international sponsors. You can use the WCS Projects Exchange to find a sponsor for your project or to find a project for your club to sponsor.

### Rotary Foundation Grants

Some projects listed in the WCS Projects Exchange may be eligible to receive **Matching Grants** from The Rotary Foundation. These grants provide matching funds for relatively small, one-time-only WCS projects that involve the active, personal participation of Rotarians.

**Discovery Grants** provide “seed money” in the form of travel and related expenses to help develop international service projects. Discovery Grants help by supporting the direct people-to-people contact needed in a project’s planning stages.

**Health, Hunger and Humanity (3-H) Grants** provide funds — from US\$100,000 to US\$500,000 — for large-scale, two- or three-year WCS projects. Focus is on international development projects that have significant Rotarian involvement and that increase people’s capacity for self-help. These grants are highly competitive: Trustees of The Rotary Foundation consider applications once each year.

**Grants for Rotary Volunteers** provide partial funding for international volunteer service. Service terms must be four to eight consecutive weeks long. The grant will cover the lowest economy-class round-trip airfare and up to US\$50 per diem. Rotarians, Rotary Foundation alumni, or Rotaractors who have located service sites may be eligible.





APPENDIX D

# RI Projects Database Project Submission Form

(Please print or type information)

This form should be submitted after each service project is complete. Please send completed forms by mail to Rotary International, Community Programs Section (PD210), One Rotary Center, 1560 Sherman Avenue, Evanston, IL 60201-3698, USA; or by Fax to 847-866-6116.

Project Title \_\_\_\_\_

Districts \_\_\_\_\_

Country \_\_\_\_\_

Type of club(s):  Rotary     Interact     Rotaract     Rotary Community Corps

Start Date \_\_\_\_\_ End Date \_\_\_\_\_ Ongoing?  Yes  No

Topic(s):

(select topics from the list below or add your own in the space provided)

- |   |   |  |   |
|---|---|--|---|
| <input type="checkbox"/> 4-Way Test         | <input type="checkbox"/> Drug/Alcohol Abuse | <input type="checkbox"/> Literacy            | <input type="checkbox"/> Small Businesses   |
| <input type="checkbox"/> Adult Education    | <input type="checkbox"/> Education          | <input type="checkbox"/> Medical Supplies    | <input type="checkbox"/> Training           |
| <input type="checkbox"/> Aging              | <input type="checkbox"/> Environment        | <input type="checkbox"/> Peace               | <input type="checkbox"/> Tree Planting      |
| <input type="checkbox"/> Agriculture        | <input type="checkbox"/> Ethics             | <input type="checkbox"/> Population          | <input type="checkbox"/> Tutoring           |
| <input type="checkbox"/> AIDS               | <input type="checkbox"/> Food Distribution  | <input type="checkbox"/> Poverty             | <input type="checkbox"/> Unemployment       |
| <input type="checkbox"/> Animal Husbandry   | <input type="checkbox"/> Fundraising        | <input type="checkbox"/> RCC                 | <input type="checkbox"/> Vocational Service |
| <input type="checkbox"/> Awards             | <input type="checkbox"/> Health             | <input type="checkbox"/> Recycling           | <input type="checkbox"/> Water              |
| <input type="checkbox"/> Career Development | <input type="checkbox"/> Homelessness       | <input type="checkbox"/> Revolving Loan Fund | <input type="checkbox"/> Women              |
| <input type="checkbox"/> Children           | <input type="checkbox"/> Housing            | <input type="checkbox"/> Rotaract            | <input type="checkbox"/> Youth              |
| <input type="checkbox"/> Clean-Up           | <input type="checkbox"/> Hunger             | <input type="checkbox"/> Sanitation          | <input type="checkbox"/> _____              |
| <input type="checkbox"/> Disabled           | <input type="checkbox"/> Immunization       | <input type="checkbox"/> Scholarships        | <input type="checkbox"/> _____              |
| <input type="checkbox"/> Diseases           | <input type="checkbox"/> Interact           | <input type="checkbox"/> Schools             | <input type="checkbox"/> _____              |

Project Objectives:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How did your club determine the need for this project?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_









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One Rotary Center  
1560 Sherman Avenue  
Evanston, IL 60201-3698 USA  
[www.rotary.org](http://www.rotary.org)