

Club Service Projects Committee Basics



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CLUB SERVICE PROJECTS COMMITTEE CHAIR JOB DESCRIPTION



Your role as club service projects chair is to help your club identify and meet real needs in your community and around the world by developing and implementing service projects.

RESPONSIBILITIES	
GENERAL	SERVICE PROJECTS COMMITTEE
Attend your district training assembly.	Plan, implement, and evaluate projects.
Work with the president-elect to select and prepare your committee members.	Identify opportunities for signature projects that will increase your club's impact in the community.
Create subcommittees as needed (e.g., vocational, community, international, New Generations, fundraising).	Work with other organizations, volunteers, and committee members to maximize the impact of your projects.
Meet regularly and plan activities.	Lead efforts to fundraise for projects.
Set committee goals to help achieve the club's goals, and monitor progress toward them.	Understand liability issues that could affect your club's projects.
Manage your committee's budget.	Work with the public image committee to promote projects.
Work with your club's other committees and your district committee on multiclub activities or initiatives.	Collaborate with other clubs on projects.
Report committee activities and progress to the club president, board of directors, and the entire club.	Highlight club projects in Rotary Showcase .
Determine your club's expectations for your committee.	

WORKING WITH YOUR COMMITTEE



You're the club service projects chair. What do you do first? Meet with the outgoing chair, review your club's bylaws and strategic plan, and, if necessary, think about who will be on your committee. Not only will you become an expert on service projects, but you will also manage your committee.

In many clubs, members serve for three years, so it's likely that some current committee members will continue into your term. If you need to fill any openings on your committee, work with the president-elect to find members with experience in community development or service, international study or travel, or community volunteering.

Consider partnerships with other committees as you develop projects. For example, you might work with your district Rotary Foundation committee to see if your projects can be funded by Rotary grants; or with your club's public image committee to promote projects, fundraisers, and community participation; or with your district membership committee to find alumni to get involved in service projects. You can also work with the [district international service chair](#) to obtain resources and advice on conducting community assessments and planning successful global grant projects.

As chair, you'll delegate tasks, so you'll need to determine how best to use the skills and interests of your committee members. You can prepare members by:

- Informing them of the committee's activities and goals
- Pairing new committee members with more experienced ones
- Encouraging them to communicate with their counterparts in other clubs
- Notifying them of district activities and meetings
- Sharing resources

Collaborate with your club's other committees to maximize your impact as a group. Club board meetings are great opportunities for these ongoing conversations.

SETTING GOALS

In your role, you'll make sure your committee sets and achieves annual goals that support the club's strategic plan. You'll set goals with your incoming president and other club leaders at the district training assembly. The president or secretary can enter the goals in [Rotary Club Central](#).

EFFECTIVE GOALS

Be sure your annual goals reflect committee capabilities and club interests. Goals should be shared, measurable, challenging, achievable, and time-specific (example: *Our club will conduct two sustainable service projects or activities involving a minimum of 100 volunteers and benefiting 300 community members*).

ACTION PLAN

Work with your committee to develop an action plan, a series of smaller steps needed to achieve each annual goal. For every step:

- Determine who's responsible for implementing it.
- Set a due date.
- Decide how you'll measure progress and success.
- Consider the resources you already have, and get any that you need. Regularly assess your progress, and adjust your goals if necessary.

MOTIVATION

Part of your role as chair is keeping your committee members motivated. Remember, they are volunteers. Common motivators include:

- Assurance that the committee's goals are attainable and will benefit the club and community
- Opportunities for fellowship and networking
- Assignments that use each member's expertise
- Efforts to make the committee's work enjoyable

BUDGETING

Before 1 July, work with the outgoing committee chair and club treasurer to discuss the funds your committee will need and request that they be included in the club's budget. Be sure to consider any planned fundraising activities.

Oversee your committee's funds, transactions, and reports, and be aware of its budget status at all times. If you meet regularly with your club's treasurer, you'll be able to take action as soon as issues arise.

ROTARY SERVICE OPPORTUNITIES



Rotary club projects make an impact in communities around the world, and provide an opportunity for members to network and have fun. Involving all your club's members in your projects will keep everyone invested in your club's success.

You will increase your club's impact and demonstrate how Rotary takes action in your community by inviting program alumni, young leaders, friends, family, community partners, and colleagues to join your projects. Their expertise can also help improve your projects.

Rotary offers a broad range of humanitarian, intercultural, and educational programs that help clubs and districts achieve their service goals through the [five Avenues of Service](#):

- Club Service
- Vocational Service
- Community Service
- International Service
- Youth Service

Make sure your members know about the Rotary programs and activities that your community can be involved in:

- [PolioPlus](#) — Rotary's program that supports global polio eradication efforts
- [Interact](#) — Service club for young people ages 12-18, sponsored by a local Rotary club
- [New Generations Service Exchange](#) — Exchange program between two Rotary districts for university students and adults up to age 30 that focuses on highly customized vocational or humanitarian service
- [Project fairs](#) — Regional events, hosted by Rotary districts, that showcase their local service efforts to potential international project partners
- [Rotaract](#) — Service club for people ages 18-30, sponsored by a local Rotary club
- [Rotarian Action Groups](#) — International groups of Rotarians, Rotaractors, family members, program participants, and program alumni who have a shared interest or expertise in a particular field and support clubs and districts with projects related to that area
- [Rotary Community Corps](#) — Groups of non-Rotarian community members who work with their local sponsor Rotary club to help assess their community and to plan and implement service projects
- [Rotary Fellowships](#) — International groups of Rotarians, Rotaractors, family members, program participants, and program alumni who share a common hobby or recreational or vocational interest

- [**Rotary Friendship Exchange**](#) — An international exchange program open to Rotarians and friends that focuses on exploring new cultures and building friendships; it can also provide contacts for international project partners
- [**Rotary Youth Exchange**](#) — International exchange program for students ages 15-19 that promotes international understanding and peace
- [**Rotary Youth Leadership Awards \(RYLA\)**](#) — Local training program for participants ages 14-30 that emphasizes leadership, citizenship, and personal growth

In addition, make sure you tell your members about the Rotary Peace Center. This is an international education program that offers qualified candidates a master's degree or professional development certificate in select disciplines related to peace and conflict resolution. Read the [program guide](#) to learn more.

CONDUCTING SERVICE PROJECTS



Your committee's role is to lead your club's projects to make a difference in the communities you work in. Club projects also provide an opportunity for your club members to network and socialize with each other, which can help strengthen their commitment to Rotary.

For each project, your committee will develop a timeline, conduct a community assessment, and establish criteria for measuring progress, using the resources and tools available to you. Here is one process your club can use for planning and implementing a Rotary service project:

1. Assess the situation.

Successful service projects address real and current concerns within a community and use the assets of that community to make a lasting change. Conduct an assessment to identify a community's assets and needs. The [Community Assessment Tools](#) guide gives you a variety of community assessment methods you can use. You must include community assessment results with applications for a global grant.

2. Choose a project.

The assessment provides criteria for choosing a service project. Some criteria to consider include community support and involvement, the club's history of service, the resources available to you, the length of the project, and the project's sustainability.

3. Make a plan.

Set objectives, develop a work plan and a budget, and determine what liability protection is called for. After you choose a project, work with your club's board and district staff to discuss funding and other resources that can help you develop detailed plans for your project. Contact your [district international service chair](#) to connect with local experts within the family of Rotary.

4. Carry out your project.

Promote the project, raise funds, and manage project activities.

5. Evaluate your project.

Determine what worked and what didn't. Document your findings and incorporate them into your club's project planning process.

Get started

Use the resources below to get started with your service project. Click on the Learn More button to know more.

- The [Rotary's Areas of Focus](#) guide provides examples of projects in each area.
- The Rotary's Areas of Focus course on the [Learning Center](#) has presentations to help educate members on our different causes.
- [Rotary Showcase](#) features highlights of current projects, which can be helpful as you plan projects.
- There are project strategies and case studies for some of the six areas of focus on My Rotary:
 - [Basic Education and Literacy Project Strategies](#)
 - [Economic and Community Development Project Strategies](#).
- The [Project Lifecycle Resources](#) page provides additional ideas and resources for planning and conducting service projects.

Remember that there are people and groups who can help you plan and implement your projects:

- District international service chairs and service project managers
- Rotarians and their families and friends
- Community organizations
- Rotaract club members
- Rotary alumni
- Interact club members, Rotary Youth Exchange students, and RYLA participants
- Rotary Community Corps members
- Members of other Rotary clubs
- Rotarian Action Groups and Rotary Fellowships

CONTACTING OTHER ROTARY CLUBS

Rotary policy prohibits Rotarians from using any of these resources for commercial purposes:

- The Official Directory
- A club or district directory
- Any other database or list of names compiled in connection with Rotary-related projects or activities.

Rotarians are also prohibited from making these resources available to others for commercial purposes. Please share this policy with members of your club to prevent any abuse of Rotary resources.

In some circumstances, a Rotary club may contact other clubs about matters that don't relate to Rotary's business and activities, as long as these conditions are met first:

- A Rotary club must ask permission from their district governor before approaching other clubs, and they must state the purpose of the contact to their district governor.
- A Rotary club must request permission from the RI Board before directly asking for financial support from any other Rotary club or any individual Rotarians other than that club's own members.

ROTARY GRANTS AND PROGRAMS



The Rotary Foundation offers grants to support a wide variety of Rotary's projects, scholarships, and vocational training programs.

DISTRICT GRANTS

District grants fund smaller, short-term activities — including humanitarian projects, scholarships, and vocational training teams — that address needs in your community and communities abroad.

GLOBAL GRANTS

Global grants support large international activities with sustainable, measurable outcomes in at least one of Rotary's six areas of focus. These grants fund humanitarian projects, vocational training teams, and graduate-level scholarships for academic study. To participate in global grants, your club will need to find an international partner. There are many ways to find a partner:

- Contact your district international service chair to connect with local experts within the family of Rotary who have technical skills and experience in the six areas of focus.
- Network with Rotary members at district and international meetings.
- Attend a Rotary-sponsored project fair.
- Team up with a Rotaract club that your club sponsors.
- Connect with fellow Rotary members via discussion groups or on social networking sites.

Community assessments

Assessing the strengths, weaknesses, needs, and assets of the community you're helping is an essential first step in planning an effective project that has a meaningful impact. It builds valuable relationships, involves residents in decisions that will shape their communities, and encourages them to participate in lasting change in their community. Most importantly, projects that are based on the results of community assessments are more sustainable. Any club or district that applies for a global grant to support a humanitarian project or a vocational training team must first conduct a community assessment and submit the completed results form with its global grant application in the Grant Center.

You can use district grant funds to conduct the assessment. Rotary's Community Assessment Tools has ideas and proven methods for assessing a community's assets and needs, including community meetings, surveys, interviews, and focus groups.

PLANNING FUNDRAISING EVENTS



The Work with your club committees on fundraising efforts. A successful fundraising event can support projects that make a real difference in people's lives. If your club chooses to organize a fundraiser, select the plus signs to read more:

1. Determine what you need

Set a target amount as your goal and identify the type of event that will really yield that amount.

2. Establish a budget

Find out what is available in your club budget to hold an event and determine what your expenses and anticipated revenues will be.

3. Identify the resources required to meet your fundraising goals

Determine how many people are needed to plan and carry out the fundraiser.

4. Figure out logistics

Choose an appropriate date and venue for the event.

5. Minimize risks

Evaluate whether the event activities might lead to potential losses to the club, and determine how those losses can be avoided.

6. Organize volunteers

Determine roles and tasks for volunteers, and involve community members. Set up a fundraising organizing committee.

7. Publicize the event

Work with the club public image committee to identify target audiences for your event in the club and the community, and plan how you will reach them. Notify the media about your event if appropriate. You will find a variety of promotional resources in the Brand Center.

8. Hold the fundraiser

Encourage volunteers to monitor the event's progress, noting successes and challenges to be discussed during evaluation.

9. Manage funds appropriately

Establish a tracking procedure before collecting any funds, and deposit funds in an account opened specifically for the event. Report how the funds are used to the club and donors.

10. Recognize volunteers, contributors, and sponsors

Send personalized thank-you notes, photos, and certificates if appropriate.

11. Evaluate the effort

Make note of what worked and what didn't so what you learned can be applied to future fundraisers.

12. Ensure success for future fundraising efforts

Discuss any outstanding concerns or issues with the incoming treasurer and with new members of the fundraising organizing committee.

You will find more event ideas and promotional resources in the Event Planning Guide in the Rotary Brand Center.

USING ROTARY MARKS



Rotary's masterbrand signature (official logo) identifies Rotary and our commitment to improve communities worldwide. Rotary International owns trademarks and service marks (referred to as Rotary Marks and listed in the Voice and Visual Identity Guidelines and the Rotary Code of Policies) for the benefit of Rotarians worldwide.

When you reproduce the Rotary Marks, follow our [Voice and Visual Identity Guidelines](#) and the [Rotary Code of Policies](#) (article 33). Clubs can download logos for Rotary, Rotaract, and other Rotary programs in the [Brand Center](#).

NAMING GUIDELINES

In naming an activity, project, program, website, or publication, the Rotary club or other Rotary Entity must use its name and not just "Rotary" alone. A club can add its name to the name of the project, for instance. Proper naming examples include:

- Rotary Club of Evanston Cleanup Project
- Mountain City Rotary Club Centennial Park
- www.anycityrotaryclub.org

The Rotary club signature, which consists of the masterbrand signature plus the club name, should be used on all club communications and materials associated with a club activity, project, and program. For specific guidelines on naming club projects, see the Rotary Code of Policies or contact your [Club and District Support representative](#).

ROTARY MARKS ON FUNDRAISING MERCHANDISE

Nearly 160 licensed vendors are authorized to produce merchandise featuring the Rotary Marks and to offer club management systems and other online tools. See My Rotary for a list of [official licensees](#) and [Community Marketplace Resources](#) to connect with vendors. Only licensed vendors are permitted to produce and sell merchandise with the Rotary Marks.

If your club wants to raise funds for a project through merchandise sales, you can sell products featuring the Rotary Marks for a limited time as long as you purchase the merchandise from an official Rotary licensee and include this information on the items:

- Your Rotary club name or Rotary club signature
- Your fundraising event or project name
- The project dates

If your club wants to sell merchandise for a long-term fundraising project, you'll need to apply for a license. If your club wants to buy merchandise from an unlicensed vendor, that vendor must receive permission to use the Rotary Marks directly from Rotary International. Send questions about the use of Rotary Marks on merchandise to rilicensingservices@rotary.org.

RISK MANAGEMENT FOR PROJECTS



You can help protect your club's assets and shield yourself and your club from liability by anticipating the possible risks associated with your club's activities. Being aware of risk and managing it will protect your members, program participants, and club assets.

Meet with the outgoing treasurer to learn about your club's risk management plan. Find out if the guidelines below are already in place and if any need to be set during your term.

Whether you're holding meetings, running fundraisers, or working with young people, risk management responsibilities are part of your role. In this context, "risk management" refers to a proactive process that aims to identify causes of possible loss and determine how to prevent them or lessen their financial impact. To manage risk:

- Review activities from the perspective of "What can go wrong?"
- Modify activities to lessen the risk
- Use contracts and agreements to clearly define roles and responsibilities of all parties involved (consult local legal counsel to draft and review legal documents)
- Follow established policies, procedures, and guidelines

We encourage clubs to obtain professional legal and insurance advice about liability protection. For example, seek professional advice about incorporating the club (or its activities) or buying appropriate liability insurance coverage.

Clubs in the United States and its territories and possessions are automatically covered by general liability and directors and officers/employment practices liability insurance through a program arranged by Rotary and paid for by U.S. Rotarians.

Clubs outside the U.S. should consider buying insurance if they do not have it. See article 72.050. of the [Rotary Code of Policies](#) for additional information.

RISK MANAGEMENT FOR YOUTH PROGRAMS



It's important to know the risks, such as injury, illness, and abuse, involved in youth activities so that participants can make good choices to deal with these risks. Although awareness alone cannot prevent incidents, it can lead to thoughtful discussions and planning that can reduce incidents and their effects.

Consider developing a risk management program for working with youth that includes these steps:

- Develop and implement a district youth protection policy to prevent and address any potential physical, sexual, or emotional abuse or harassment.
- Establish a code of behavior for adults and youth involved in a program. Screen adults before they work with youth. In RIBI, the Disclosure and Barring Service (DBS) certificates may be required for club members working with young people and vulnerable adults. Contact CDS@rotarygbi.org for more information.
- Maintain clear policies for any travel by youth, and have systems to communicate specific information with parents or guardians.
- Obtain the governor's approval for any activities involving minors that occur outside their local community or include overnight stays.
- Review your district's policies to ensure that they align with the Rotary guidelines developed by the Board for each youth program.
- Explore the risks and insurance needs in sponsoring a youth program or event. Consider these questions:
 - What happens if someone is injured?
 - What happens if a natural disaster occurs?
- Work to minimize potential losses by:
 - Buying liability insurance coverage that is adequate for your region
 - Developing an emergency plan and practicing it at least once during the program
 - Teaching participants about safe behavior during the program

While these steps are required for Youth Exchange district certification, they are also recommended for districts that participate in Interact, RYLA, or any other youth activity.

Clubs and districts are urged to contact their insurance brokers or agents to check if their insurance policies provide adequate coverage for their youth programs. Insurance becomes a complex issue when multiple districts or clubs sponsor a program, because each organization's coverage may differ.

All participants, including youth and organizers, are urged to verify that their health and life insurance will provide adequate coverage during a program. Many health insurance policies provide only limited coverage outside a certain area, so this precaution is especially important when participants travel or live away from home. In these cases, participants must obtain a

travel medical and accident insurance policy that provides these types of coverage:

- Medical expense reimbursement
- Repatriation of remains
- Emergency evacuation
- Accidental death and dismemberment

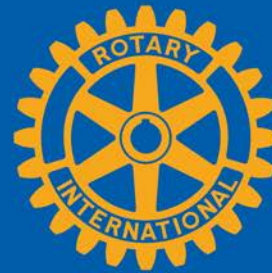
Consult legal counsel before signing an agreement or contract with any organization, contractor, or service provider. These documents may contain waivers or an indemnity and hold harmless agreement that might try to release a party from liability and transfer the risk to the club or district. Rotary International is not liable for any illness or injury to people, including participants, volunteers, and organizers, or for damage to any property.

Find more information on effective youth program policies and practices in the [Protecting Youth Program Participants](#) course in the [Learning Center](#).

Rotary's Statement of Conduct for Working with Youth

Rotary International strives to create and maintain a safe environment for all youth who participate in Rotary activities. To the best of their ability, Rotarians, Rotarians' spouses and partners, and other volunteers must safeguard the children and young people they come into contact with and protect them from physical, sexual, and emotional abuse.

DISTRICT TRAINING ASSEMBLY DISCUSSION QUESTIONS



The district training assembly is a great chance to exchange ideas with other incoming club leaders. These questions can help you prepare for your training.

What are the responsibilities of the club service projects committee, and what are your responsibilities as chair?

Which club goals are assigned to your committee?

How will you determine which projects will have the greatest impact on the community?

What types of projects are important to your club, and do they reflect your club's vision and culture?

What tasks will you delegate to committee members, and how will you support them?

How will you work with other committees in your club and district to develop and promote your club's projects?