



Community Service Projects

From Needs Assessment to Implementation



Rotary



AVENUES OF SERVICE

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Agenda

- Welcome and introductions
- What is community service?
- What makes a project effective?
- Assessing need
- Six areas of focus
- Deciding on a project
- Scope of the project
- Work plan
- Budget and funding
- Communication and PR

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Community Service

Community service is one of the Avenues of Service which encourages Rotarians to offer service to their communities.

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.

What is Community Service?

Encouraging and fostering the ideal of service to the personal, business and community life of every Rotarian.

Opportunities for every Rotarian to exemplify “Service Above Self”.



A chance to respond to the needs of a local community.

Effective Community Service Projects

Respond to real issues

Offer more than a “quick fix”

Improve community members’ lives

Incorporate the abilities of those who are served

Recognize the contributions of all participants

Are supported by members of the Club



Effective Community Service Projects

Are based on a realistic assessment of available resources

Aim for specific goals and objectives with measurable results

Build effective networks

Empower people and communities



Assessing Need in the Community

“Assessing your community’s strengths, weaknesses, needs, and assets is an essential first step in planning an effective project. By taking time to learn about your community, you can discover the most relevant opportunities for projects and maximize your club’s ability to make a meaningful impact.”

Community Assessment Tools: A Resource for Rotary Clubs



Assessing Need in the Community

- You may choose to do a formal needs assessment; however quite often you can get this information from other organizations such as United Way.
- If you choose to do a formal needs assessment, there are several resources available, including ***Community Assessment Tools: A Resource for Rotary Clubs*** at www.rotary.org.



Rotary's Six Areas of Focus

- Promoting peace
- Fighting disease
- Providing clean water
- Saving mothers and children
- Supporting education
- Growing local economies



Selecting a Community Service Project

Consider your own club's "culture" selecting a project.

Focus on:

- Service history and interests
- Community support and involvement
- Time resources and project duration
- Sustainability



Selecting a Community Service Project

- Getting support and buy-in from your Club members is essential!
- What worked really well for our Club...



Project Proposal



Sample Proposal



Feedback Form



Summary of Feedback



Determine Project Parameters

Determine the scope of your project by asking:

- What financial and time commitments are required of your club? Are these realistic?
- How long will the project last? Can we maintain momentum and engagement?
- Can we ensure the project is sustainable?

If the answer is “no” or “don’t know” to any of these questions, the scope of the project should be adjusted.



Develop a Project Work Plan

Although a formal work plan may not be necessary, consider having a written plan that includes:

- Specific tasks/activities of the project
- Individual responsibilities
- Budget
- Project timing and deadlines
- Anticipated project outcomes



Budget and Fundraising

Each project should have a detailed budget that:

- Is based on your project work plan
- Includes anticipated expenses for each aspect of the project
- Includes realistic income forecasts – How will the project be funded?
- Has been approved by the Club

Consider applying for a District Grant



Communication and PR

Regular communication throughout the project is essential to keeping club members and project stakeholders motivated. Consider:

- Regular updates at club meetings
- Celebration of milestones
- Recognition of volunteers
- Visits from partner organizations
- Club events at the project site
- Contacting local media
- Regular email and social media updates



For Discussion...

What are the challenges that your Rotary Club may face in developing a community service project?

How can you engage club members and non-Rotarians in community service?

Think of a successful project in which your club has been involved. What made that project successful? How do you measure success?

What is the best community service project in which your club has been involved? Why?



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