

THE STRATEGIC IMPORTANCE OF PROJECTS

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Rotary is:

**A global CONNECTED network of
humanitarian enterprises
enabling the delivery of service to
communities.**

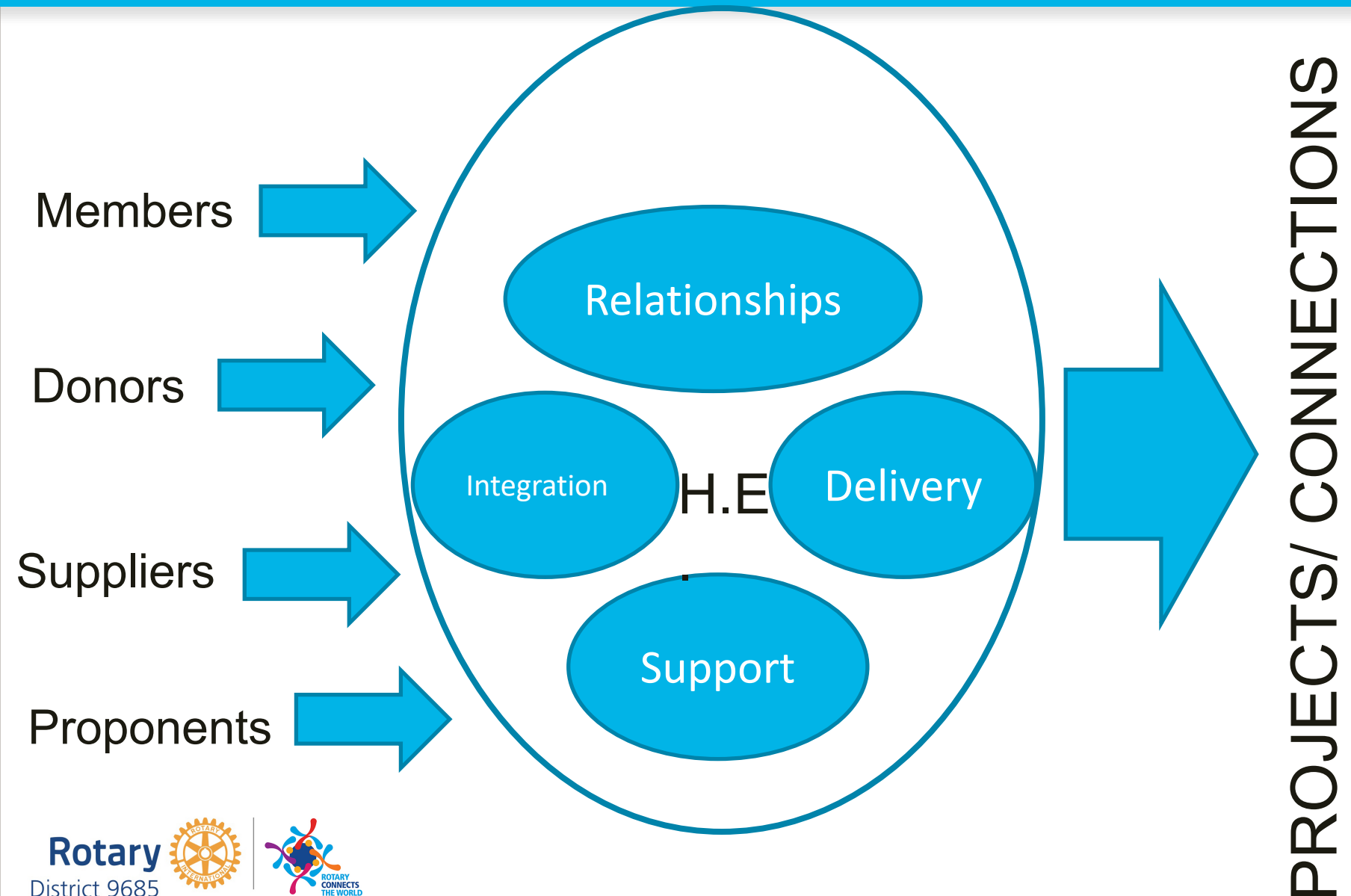


PROJECTS “CONNECT” US -

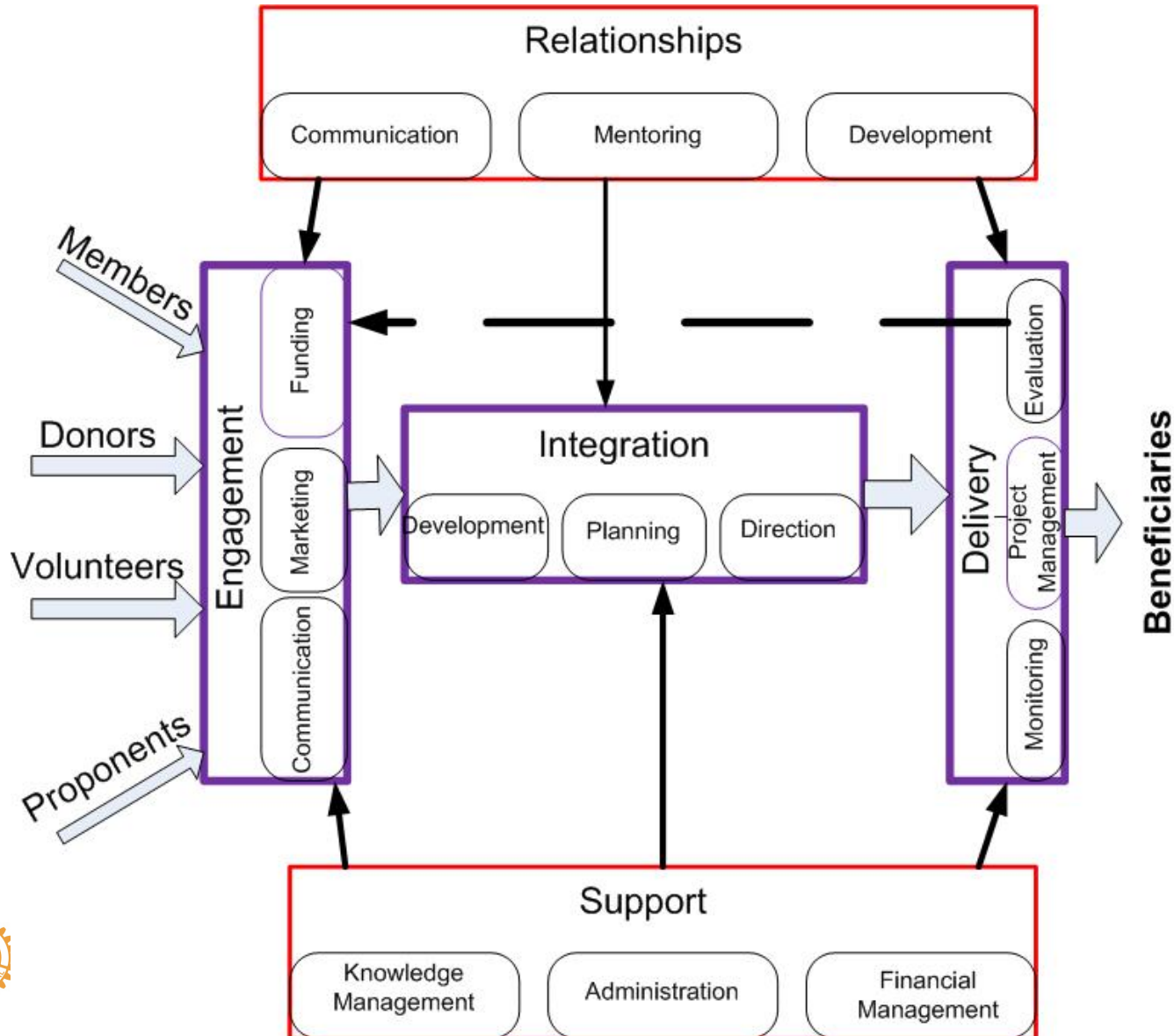
- 1. To the WORLD**
- 2. With other Rotarians**
- 3. To our communities.**



A GENERIC HUMANITARIAN ENTERPRISE



A PROCESS VIEW EXAMPLE



RI'S PROJECT LIFE CYCLE

🏠 <https://my.rotary.org/en/take-action/develop-projects/project-lifecycle-resources>

Project Lifecycle Resources



From planning and supporting your effort to promoting and evaluating its impact, these resources can help ensure success throughout the lifecycle of your project:

Planning & organizing

Well-planned service projects are more likely to have a strong impact and create effective and transparent communication between your community and club. Every community has its own unique assets and concerns. [Learn about Rotary's six causes](#) to help address some of the world's most critical needs.

Leverage your district's local expertise

Many districts maintain networks of local experts (district resource network) with technical and project-planning expertise. [Ask your district international service chair](#) to help you get in touch with them early in the planning process and [how to connect with resources to improve projects and global grants](#). Your district or regional experts can serve as advisors to help your club:

RI'S PROJECT LIFECYCLE

- Align a project with Rotary's areas of focus
- Obtain assistance with project design/planning and implementation
- Learn about the global grant process
- Conduct a community assessment
- Identify international partners
- Secure funding
- Ensure the sustainability of the project
- Establish measurement and evaluation benchmarks

You can also identify local and international experts from the Rotary family through your district service and Foundation committees, [Rotarian Action Groups](#), or the TRF Cadre of Technical Advisors. [Read](#) how clubs are maximizing the use of local Rotary and community expertise to inspire you to build or expand your district resource network of experts to enhance the quality of global grants projects.

Exchange ideas in the online community

Share your ideas and get advice by asking the experts in our [Cadre-led Area of Focus](#) discussion groups and exploring [groups](#) facilitated by members involved in RAGs, RCCs, global grants and more.

Conduct a community assessment

Work with your [community](#) to identify a need, how best to address it, and what resources are available. A [Rotary Community Corps](#) can help you build a relationship with stakeholders.

Set service goals

Use [Rotary Club Central](#) to set and track your project's goals. If you plan to apply for a global grant to fund your project, consult the [Monitoring and Evaluation Plan Supplement](#) for suggested project measures and sample project monitoring plans.

Create a project plan

A comprehensive project plan will help you manage your resources, anticipate problems, and evaluate your project's success. Form a [club service projects committee](#) to oversee your projects.



A CLUB PLAN

STRATEGIC PLANNING GUIDE



How would you rate your club? Typically, Rotary clubs with a strategic plan are stronger than clubs without one. Research shows that members of clubs with a plan were more satisfied and had a more positive view of their clubs and Rotary overall.

This guide will help you set long-term priorities and goals, all of which will support your club's vision. It's designed for Rotary clubs, but districts can use it too. As you prepare a strategic plan, consider these tips:

- Build a team of past, present, and incoming club leaders to oversee the plan's development and use.
- Ask an unbiased facilitator to run strategic planning meetings.
- Include a variety of perspectives by involving a diverse range of club members.
- See how your club's goals reflect those of your district and [Rotary's strategic plan](#).

The Strategic Planning Model
Create a vision for your club, with strategic priorities that will help you achieve it. Then set yearly goals that support each strategic priority.



PROJECT EVALUATION CRITERIA

Appendix 4 Project Evaluation Criteria

Preamble: The Club Strategic Planning Forums identified the need for a means to ensure objective evaluation of proposals for Projects, and for better governance of our fundraising efforts.

The project “criteria” which the Projects Committee will use to evaluate new and existing projects have been formulated, and generally speaking, the preferred process for service project consideration is:

- a. Project proponent to document the project in sufficient detail to allow assessment against criteria.
- b. Projects Committee to assess and make recommendation to board.

Here are the draft criteria –

- Potential for engagement of member skills and knowledge.
- Of contemporary interest – PR worthy.
- Potential for engagement of “friends of Rotary”.
- Supportive of RI and District emphasis.
- Potential for strategic partnerships.
- Identifiable benefits commensurate with input of resources and risks involved.
- Sustainability
- Genuinely appropriate for service club attention.
- Feasible for our skills and resources.
- Potential for fellowship
- Evidence of commitment by one or more active Rotarians.

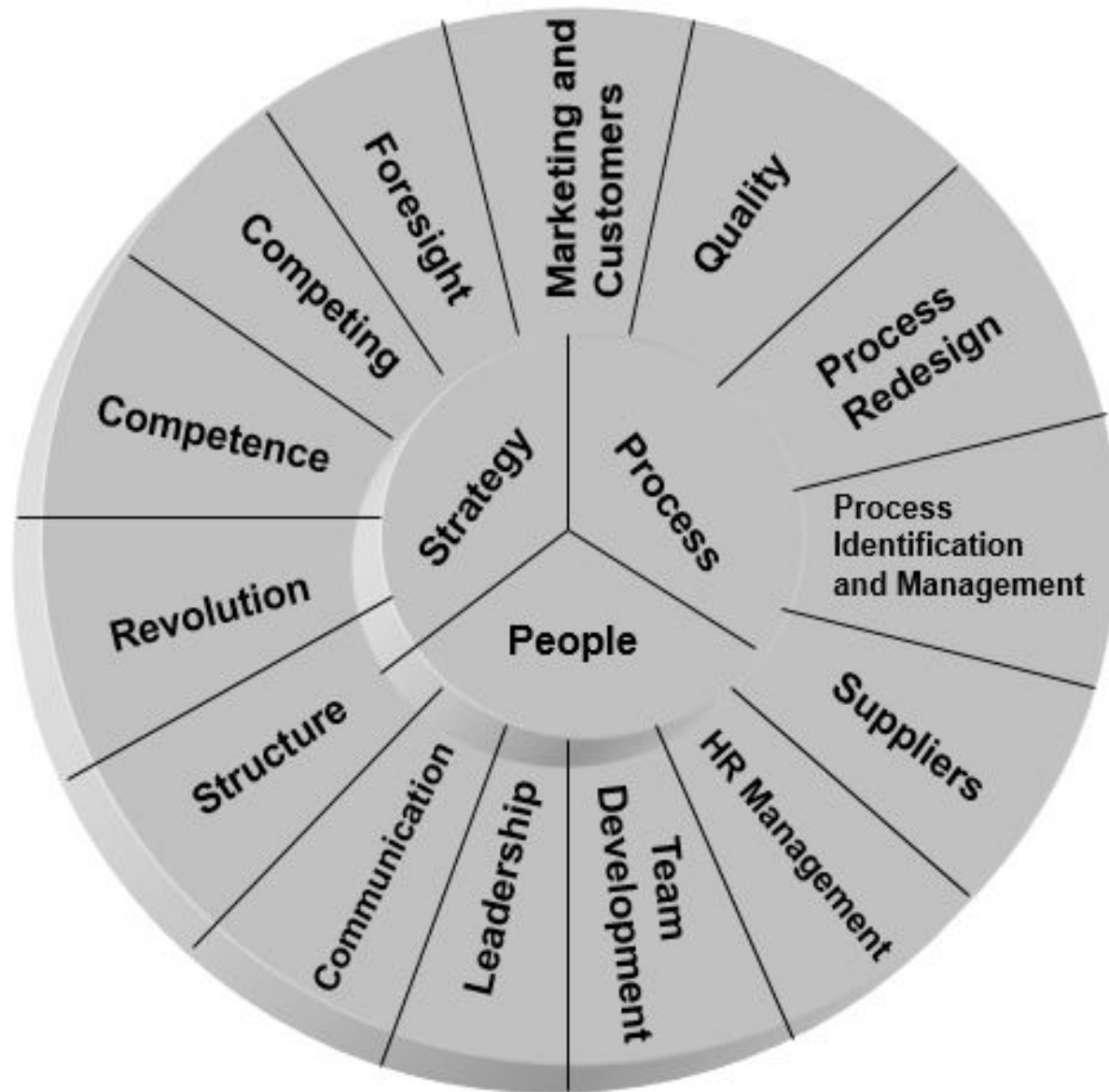


“By building strong clubs that engage in meaningful projects and have fun along the way, we provide value to our club members that they cannot find anywhere else.”

- ROTARY LIVES IN THE WORLD IT SERVES.
- TO GROW ROTARY, AND THAT SERVICE, WE MUST -
- **GROW THE IMPACT OF OUR PROJECTS.**



PROJECT MANAGERS NEED THE “BIG PICTURE”



SERVICE PROJECTS COMMITTEE

OPTION 1: Standard Rotary Club Committees

COMMITTEES

**Club
administration**

Membership

**Public
image**

**Service
projects**

**Rotary
Foundation**

POSSIBLE SUBCOMMITTEES

- Club program
- Member communications
- Website
- Social events

- Attraction
- Engagement
- New member orientation
- Diversity

- Media relations
- Advertising and marketing
- Web and social media

- International
- Community
- Vocational
- Youth service
- Fundraising (for club projects)

- Polio
- Fundraising (for grants)
- Grants

----- AND THE SMALL PICTURE

About this Learning Plan

Learn about the role of a club service projects committee member, member service opportunities, how to plan service projects, and how to assess project risks.



Get Ready: Service Projects Committee

Learn about your responsibilities, how to work with your committee to set and achieve goals, and how to get the most out of the district training assembly.

E-Learning | 15m



Planning Your Projects: Service Projects Committee

Learn about Rotary grants and service opportunities for members. Learn how to assess community needs, create a plan, implement activities, and organize fundraisers for your club's service projects.

E-Learning | 15m



Risk Management: Service Projects Committee

Learn how to assess and minimize risk for your service projects and youth programs.

E-Learning | 15m

DISTRICT SUPPORT FROM A BODY OF KNOWLEDGE

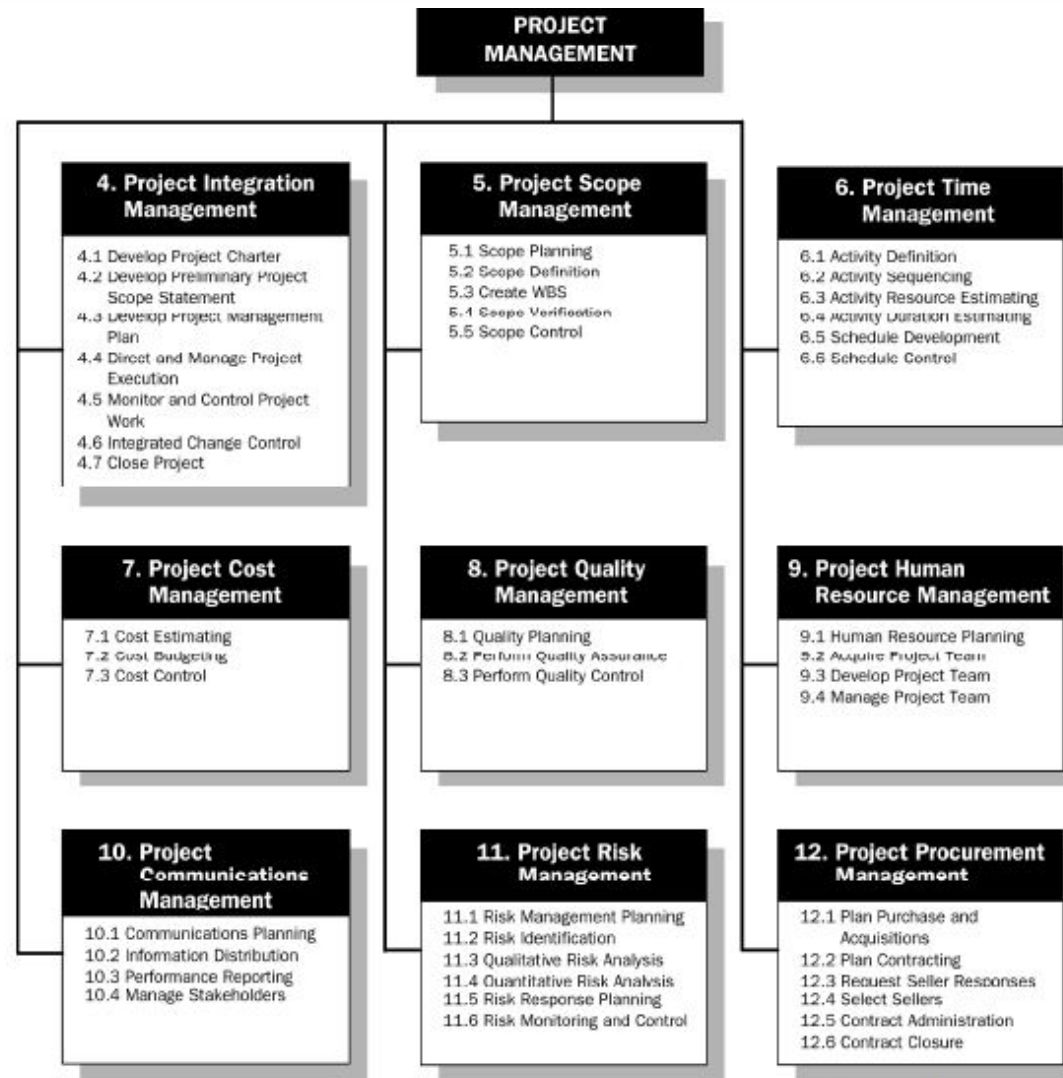


Figure 1-1. Overview of Project Management Knowledge Areas and Project Management Processes

TRANSFORMATIONAL PROJECTS

A VIEW FROM THE TOP

TRANSFORMATIONAL Service

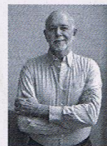
Dear fellow Rotarians,

In my travels over the past year, I've visited many strong, vibrant clubs and districts that are transforming their communities. When I attend their meetings, I can feel the energy. When I meet their members, I can see they are *People of Action*. And when I look at their communities, I can recognise the impact of their work.

I've also visited communities with Rotary clubs that were hardly more than social clubs. It shouldn't ever be that way. Fortunately, there's a simple approach that I believe can help revitalise any club.

I'd like to challenge every Rotary club to come up with at least one high-impact service project. Each club already has the potential and the resources to make it happen. It has the power to change people's lives — completely.

It doesn't take millions of dollars. One of the most transformational projects I've been a part of involved providing a Jeep to a group of midwives in Haiti. We had asked the midwives what we could do for them, and they told us they needed a way to reach expectant mothers in a remote part of the country. We supplied a Jeep, painted it pink and put the Rotary logo on it.



Barry Rassin
President
Rotary
International

Three years later, we went back to see how they were doing. They were excited by the outcomes: They told us that the mortality rate for mothers and infants in that region had dropped by 50 per cent.

That's what I call transformational service.

But Jeeps don't last forever, and after eight years on the road, that vehicle was on its last legs. So, we bought a pink Land Cruiser. It's still on the road, allowing the midwives to provide prenatal care to women in that remote region.

What makes a project transformational? It doesn't have to involve a lot of money, but it has to reach people and have a major impact in the community. That is the key, and that is where careful planning and thorough research come in. So, do your research. Leverage your resources. Seek partnerships that can increase your impact. And then take action.

Of course, service is only part of what a strong club must offer. It must also have good speakers, provide leadership development, involve Rotaract and Interact, and bring value to its members and reasons to participate in Rotary events.

If your club is transformational and

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What makes a project transformational?

It doesn't have to involve a lot of money, but it has to reach people and have a major impact in the community.

well-organised, everything else will follow. Members will be engaged, and new members will be eager to join you. Fundraising will be easier: People love to give when they see how their money is making a difference and when they know the organisation is accountable. Your club will be vibrant, relevant and alive — and it will *Be the Inspiration* to those within its ranks as well as to the community it serves.

Barry Rassin
President, Rotary International •

- **Good plans**
- **Good projects**
- **Good clubs**
- **Value for members**
- **Connections to our communities**

