

## BREAKOUT SESSIONS SCHEDULE

	C578	C577	C576	Rocky Mtn Room	Rotunda
10:10 – 10:50	Start, Stop & Continue	Cooperation Among Clubs	Funding Your Project	Inspiring Rotarians to Say Yes	-----
10:50 – 11:20	BREAK	-----	-----	-----	Coffee – Network!
11:20 – 12:00	Using Social Media	Community Needs Assessment	Cooperation Among Clubs	Increasing Membership	-----
12:00 – 1:00	-----	-----	-----	-----	LUNCH
1:10 – 1:50	Start, Stop & Continue	Leveraging Impact	Community Needs Assessment	Inspiring Rotarians to Say Yes	-----

**The Community Assessment Survey:** Essential to serving a community is understanding the actual needs of the people and area before planning the service. Get familiar with tools available for new initiatives.

**Funding Your Project:** The sources and uses of funds can get creative and complicated. Come discuss the money side of service.

**Leveraging Your Impact with Partner Organizations:** Rotarians often plug into outside organizations to increase effectiveness, but along with benefits come challenges. What’s your experience been?

**Inspiring Rotarians to Say “Yes” to Serving:** Though Rotarians love service, they don’t always raise their hands when asked. Hear tips and tricks of working with volunteers and getting people to show up.

**Changing the Essence of Social Media – Social Media for Service:** It’s a powerful tool that is likely used regularly by many people your club is looking to target, and you/someone on your project team can do it too!

**Increasing Membership through Service:** Service projects not only help our communities but also our clubs. Hear how one club has increased its membership by growing its community engagement.

**Stop, Start, Continue: Evaluating the Effectiveness of Projects:** You do all the work for a project, but what is its true impact? How do you revitalize a longstanding project, or do you decide to cease it and start something new?

**Cooperation Among Rotary Clubs:** How to harness the power of Rotary through partnerships with local and international clubs.

## GENERAL RESOURCE LINKS FOR ALL TOPICS:

**Rotary Showcase: Making a difference.** Rotary members and program participants are improving lives in communities around the world every day through thousands of service projects. Explore the good work that we're doing locally and globally and share these projects through social media. [https://map.rotary.org/en/project/pages/project\\_showcase.aspx](https://map.rotary.org/en/project/pages/project_showcase.aspx)

**Rotary: Developing Effective Projects.** <https://my.rotary.org/en/take-action/develop-projects/developing-effective-projects>

**Rotary: Take Action. Grants and Service.** <https://my.rotary.org/en/knowledge-and-resources/resources-and-reference/grants-and-service>

**Rotary Zones 26 & 27: Expert Hub.** <https://zone2627.org/experthub/>

**Rotary District 5450 Grants Overview (information on both local and international grants):**  
<https://portal.clubrunner.ca/50085/sitepage/grants>

## COMMUNITY RESOURCES:

**JustServe: Find Volunteers in Your Area.** <https://www.justserve.org/>

*Additional JustServe information:*

<https://rotaryzone2627.app.box.com/s/ysro92oq05cua7j32t11pjmye6atmwbf>

# BREAKOUT: The Community Assessment Survey – Big *and* Small

Presenter: Heidi K. Taylor (Littleton RC) [heidikt724@gmail.com](mailto:heidikt724@gmail.com)

## TOPIC HIGHLIGHTS:

1. Clearly define your needs assessment objectives - *THINK* discovery vs. validation vs. opportunity
2. Be realistic about your resources and capacity - *REMEMBER* volunteers painting a room
3. Identify target audiences, data resources, and execution - *DESIGN* for credibility and diversity
4. Think small and big when summarizing results - *TIE* to objectives, *LOOK* for cross-cutting themes
5. Get feedback - Validate and EMPOWER OWNERSHIP by those most affected by the project/goal
6. Communicate findings - BUILD ENERGY, lay bricks to communicate progress
7. Take action - POLISH COMPASS with an approach, workplan, and ownership

## TOPIC RESOURCES:

**Comprehensive Needs Assessment** <https://www2.ed.gov/admins/lead/account/compneedsassessment.pdf>

**Seven Steps to Conducting a Successful Needs Assessment** <https://nichq.org/insight/seven-steps-conducting-successful-needs-assessment>

## NOTES:

Ideas from the session:

- There are different sizes of organizations, but all of them need good assessment of programs, whether big or small.
- For additional help, read the resources provided in the notes. Start with Seven Steps to Conducting a Successful Needs Assessment. Then if you want to dig deeper, study Comprehensive Needs Assessment.
- Don't make your study and/or survey more complicated than needed. Right size it.
- Assessments are like the carpenter's motto, "Measure twice, cut once." You need to make sure you are doing what you need to produce the result you want.
- Q How do you decide how to construct a study? Begin with the end in mind. Design your assessment to reach the goal you have for the program.
- Think about who you need to survey, so you get the result you want. E.g. a group who only goes to the chief of the village to find out where the bathrooms should be located might find that the chief gave the location that is convenient for his family, not the one that will be best for the most people in the village. Interview the people in the village as well as the chief.
- Think about the impact you want to have. Think about what is worth doing. Spend the time up front, rather than waiting until it's all over before you decide how to assess the project.

- When designing an assessment survey, keep it to 5-7 questions, and tell people how long it will take to complete. If it is taking more than expected, stop and ask if you can come back and finish this at a future time.
- Give feedback. This creates relationships and let's people know you're listening.
- How do you know your event is successful? You ask questions and you listen.
- Assessment is an ongoing process. There are cycles and reflection.
- Ask "who are the stakeholders" There are soft stakeholders like donors and hard stakeholders, like the beneficiaries of the project.
- Ask, "Is this the best use of our time, talent, and treasure for the greatest impact."

It is vital for the community to determine what is most needed, not determined by the Rotary club! Next, having a plan to address the identified need is critical. She then described 7 steps her club tends to follow in planning service activities that reflect their **Discovery, Validate, and Market** approach:

1. Define objectives (what was needed, especially what Rotarians don't know, what we want to happen).
2. Be realistic about your resources and capacity (especially with volunteers).
3. Identify your target audience, data resources, and execution steps.
4. Think small and big when summarizing results; tie this to objectives, look for cross-cutting themes.
5. Get Feedback: validate temporary ownership by those most affected by the project goals. (Note engage the population/community in which you are working).
6. Communicate findings, which builds energy, lay bricks to communicate progress.
7. Take Action: Polish your compass with an approach, workplan, and ownership. Design for Credibility and Diversity.
8. Identify cross-themes.
9. Get Feedback: validate and empower ownership by those affected.
10. Communicate your findings (PR) that builds energy for the work done.
11. Bottom line: often start with city offices to see what needs are and work together on projects. Get more strength by working with partners who share certain concerns (synergy and impact).
12. Make a thorough assessment of community needs before proposing a project.
13. Volunteers need to be in the loop before projects can be successful.
14. Some people say yes to volunteering and then move on to something else, so constant feedback and follow up is required.
15. You need to go out into the community and ask questions to assess their needs.
16. Collecting and sharing data can make you an expert in what to do for the good of the community.
17. Make sure the scope of the project fits in with the time, treasures, and talent that your club membership possesses. Be realistic about your resources and capacity.
18. Be sure to communicate your findings on assessment to build enthusiasm.

# BREAKOUT: Funding Your Project

Presenter: Bob Kemp (Denver Mile High RC) [DGBob2020.21@gmail.com](mailto:DGBob2020.21@gmail.com)

## TOPIC HIGHLIGHTS:

Rotary Funding:

1. Club Funding
2. District Grants
3. Global Grants

External (Non-Rotary) Funding:

1. Other Non-Profits and NGO's
2. Individuals

## TOPIC RESOURCES:

Rotary Grant Center: [https://grants.rotary.org/s\\_main.jsp](https://grants.rotary.org/s_main.jsp)

Rotary District 5450 Grants: <https://portal.clubrunner.ca/50085/sitepage/grants>

Rotary Grant Exchange: <http://rotarygrants.org/>

## NOTES:

There is No Free Money

- What makes a “Worthy” Project
- Cost of a project DOES NOT always equal a good project
- Consider the value of the project to the community
- Consider the “WHY”
- Consider tax implication on funding
- Feel free to reach out to the team to find out more about the application process of all grants.
- Where to get your funding:
  - Club
  - District
    - Estimate - \$110k - \$42 per member
    - Leverage matching
  - Rotary Funding – TRF
    - \$110K in Global Grants
    - Leverage matching
    - Marty is the District Grant’s Chair
    - Last year, all of the money was funded. There is optimism that this year will be the same.

- Other
  - Other Non-Profits
  - NGOs
  - Corporations
  - Faith based organizations
  - Individuals – especially those who have asked for donations from you in the past
  - Government agencies
  - Grants
- Maybe it is time that we ask for checks as opposed to just writing checks.
- Rotary is encouraging us to seek third party funding.
- We have to be good stewards of money
- When asking for money, instead of asking for gifts, ask for “investment” because that shows that it can be measured, and most of what we do can be. There is ROI, and it goes back to is the project “worthy.”
- Question: Is there is an request for money one year, but the project is multi-year; therefore, the money is spent over the course of multiyear, is this allowed? Answer: It depends. District will work with club.
- Conflict of interest:
  - See policy
  - Rotary takes a very strict stance
  - The appearance of conflict should be considered
  - Must look at the whole relationship
  - Project champion should not be the person with the conflict
  - Always look at the 4 Way Test
  - How would the IRS look at this?
- Matching
  - Always look for multiples
  - There was one club that was able to take 1 dollar and turn it into 15 because of the way they found matching through working with other clubs and the district and grants.
- Value
  - Consider feasibility studies prior to project
  - Keep away from just personal passion projects unless they also align with needs to the community.
- Survey
  - One club sent out 10-20 ideas for fundraising projects to their members but only the top 4 most popular were picked to ensure commitment of the club
- Water Symposium Example
  - The club was able to get 3<sup>rd</sup> party sponsorship
  - \$5k from a non-profit
- NGO sponsor Example
  - NGO was able to match funds
  - Downside is that it took 2 years for the project to get fully funded
- Family foundations have the biggest growth from the giving sector
- Pay attention to what is happening in the community when you are thinking about funding sources and determining value
- Pay attention to the need

## Ideas from the session

- There is no free money, but funding is available for good projects. Access ranges from easy to quite difficult. A project being expensive and/or complicated does not make it good. Design your proposal to appeal to the funder you are requesting from.
- Types of requests. 1) Club funding is simple. Just make a request directly to a club. 2) District Grant request are more difficult. The request usually includes two or more clubs who give cash and/or a district match up to a maximum that each club is allowed. 3) Global Grant request are the most difficult and take more work and involve more documentation and reporting.
- Non-Rotary sources. All projects can also receive funding from non-Rotary sources like from corporations, faith based groups (churches etc.), individuals, and government sources. Rotary encourages this, since funds are limited from Rotary sources.
- Funds are available, but you have to go find it. Almost all funding requires accountability in the form of reports.

## Questions, Comments, Answers

- It helps to cast your request in the form of seeking investments, not just gifts. People want to know, “what will I get out of this”. Wording is important.
- What’s available this year? There is \$110,000 in District matching money available in 5450. To get these funds, you need to follow the rules, and this usually involves engaging other clubs. Last year we used all the funds, so did not need to send any back. We will likely do the same this year.
- How do you access funds for Ukraine? This was a complicated answer and the bottom line is that you need to call Marty to find out the details.
- A group from Erie is building a park with Rotary funds. Can funds be saved in an account and used in a future year? Usually there needs to be a specific project for the year the request is made and the funds need to be spent within a year.
- How do conflict of interest rules work? Need to be careful for the “appearance of a conflict” as well. You need to disclose anything that might appear to be a conflict – anything where the requestor or the club would benefit from the request being granted. Sometimes may need to have a different person act as champion.
- What are ideas for fundraisers? Many ideas were suggested. Each club needs to brainstorm ideas and ask other clubs for ideas that have worked. Need to ask, “what resonates with our club and the community we are in.” Ask people outside of Rotary to donate to the fundraisers and use this as an opportunity to recruit. Be creative. Go to Family Foundations and Community Foundations to help fund projects. District 5450 is looking for good projects.

Key takeaways 1) Use Club and District resources at the beginning of your Grant Process, 2) Include outside organizations, non-profits, individual, and even government agencies to collect funds, 3) District Grant Funding is limited start early, 4) Recently, Third Party partnerships have been helpful.

# **BREAKOUT: Leveraging Your Impact with Partner Organizations**

**Presenter: Cindy Rold (Littleton RC) [DGcindy2025.26@rotary5450.org](mailto:DGcindy2025.26@rotary5450.org)**

## **TOPIC HIGHLIGHTS:**

If the idea of creating a big service project from scratch seems overwhelming, recognize that you can still create big impact through service projects that your club can "plug into" with other organizations. We'll talk about how you can find those projects or organizations.

## **TOPIC RESOURCES:**

**Volunteer Match** - <https://www.volunteermatch.org/>

**Just Serve** – [www.justserve.org](http://www.justserve.org)

**Rotary Magazine** - each month there are ideas from other clubs of service projects they have done.

## **NOTES:**

A project does not have to be large to have a big impact. Moreover, she said that large projects take a huge effort that can exhaust and overwhelm club members. **Smaller projects that are partnered with others can multiply the impacts with less effort on the part of club members.**

### **General observations:**

The following statements and support were synthesized from the session discussion.

**Seeking partners by first seeking needs can enhance project impact**—New club projects that have the potential for positive impact can be found by identifying local non-profit organizations and gathering information about their needs. For example, through this process, one club member started a Covid-Friendly Food Drive that ended up involving 90 percent of the club members and was well-received by recipients. Partners can also help champion the project and get others involved in doing them to enhance impact.

**Socializing partnerships can increase comradery and project impact**—A key to engaging with partners and potentially finding other worthy projects is to take time to socialize with them, at least after project completion. Socializing with partners can provide feedback on the project and its results.

**Partnering with school counselors can help access student needs to increase project impact**—School counselors can be a good source for projects that are responsive to student needs and an entry point to the school and its students. For example, a successful project was filling backpacks with hygiene products for girls at school, in particular, school on reservations.

**Partnering can help promote projects to increase their impacts**—Advertising club projects with the help of partners can spread the word more effectively. For example, one club partnered with some breweries to fund raise for veterans. The breweries helped advertise the event.



**Partnering can help expand projects to increase their impacts**—Partners can help scale up and expand successful small club projects. For example, after identifying the need for English books on a fishing vacation to Mongolia, a club member implemented a project to not only collect books but to get them shipped in a container to this country. Eventually, spare room in a container was used by non-profit to ship eyeglasses to Mongolia, thus expanding the impact.

**Institutionalizing partnerships can help sustain impacts**—Often club members have initial contacts with just an individual, like a teacher, physician, aid worker, and so on to help facilitate a project. While this gets a project started, it relies on these individuals to remain in their positions and motivated, particularly in other countries. Therefore, to enhance project sustainability, it is often necessary to seek institutional support, such as the school system, hospital, and governmental agencies. For example, Rotary has established a formal partnership to work directly with the Peace Corps to implement projects (Note: This memorandum of agreement necessitates working with the Peace Corps organizational unit before working directly with in-country staff.)

**Partnering with other Rotary clubs to broaden project impact**—It is well known that clubs within the same jurisdiction work together on projects, but domestic clubs can also partner with Rotary clubs in other countries to address an in-country need.

- Find and vet local organizations
  - Identify a need
  - Utilize their existing opportunities for service
    - Sometimes trying to create large projects can overwhelm and exhaust a club
  - Partnerships can help expose Rotary and give the organization more visibility
  - Many organizations have regular opportunities for your members to participate in regularly
- Interview your club members to see what they are passionate about
  - The more interested your members are the more participation you will get
- Small projects can also have huge impact
- Consider other sources in the community to identify what your community is in need of
  - For example school counselors can be very valuable in identifying needs among youth
- Cindy opened the floor for members from various clubs to discuss projects and partnerships they have in place
  - Many clubs have partnerships that have been long lasting and successful
  - Think outside the box to see how you can grow your impact with them
  - There is value in partnering with other service organizations to increase impact
  - If you are a community specific club it is very valuable to partner with city leadership to identify and meet the needs in the community

## **BREAKOUT: Inspiring Rotarians to Say “Yes” to Serving**

**Presenter: Drew Roberts (Breckenridge RC) [drewroberts.rotary@gmail.com](mailto:drewroberts.rotary@gmail.com)**

### **TOPIC HIGHLIGHTS:**

1. Volunteers are not employees. But...
2. Public Recognition vs. Public Funding
3. Project planning and leadership: Volunteer vs Business

### **TOPIC RESOURCES:**

**Just Serve** – [www.justserve.org](http://www.justserve.org)

**Community Across America** – [www.communityacrossamerica.com](http://www.communityacrossamerica.com)

### **NOTES:**

- Match projects with the club member’s interests. All clubs are different, and it is important to identify the Club Culture.
- You can’t just tell volunteers what to do and expect a good result. Employees are motivated by money and position. Volunteers are motivated by recognition for their service in the club.
- The Evergreen Club has a “You Rock” presentation every week. A rock is presented to members for good service. It sounded fun and motivating. One club wrote notes of thanks to members that provided good service. There were several clubs that have appointed a volunteer coordinator like we have. One club had criteria for projects to support. Three of the criteria were: 1) It is a “hands-on” project, 2) there is opportunity to get recognition for supporting the project and 3) the project provides opportunities for fellowship. It is important to follow up on projects to find out what the members liked and disliked about the projects. There was some discussion about using Zoom as an option for members to keep up to date on projects. One club records the Zoom meeting and then edits it so it can be shared with speakers and members.

Volunteers are “different” in many ways - recognition is important. Acknowledge who participated in an event, not just the event itself. Projects need to align with people’s interests and abilities, it is good for a club to have a variety of volunteer service options.

Members’ survey or feedback after an event is important for future considerations. Through mentors of new members, there should be identification of what interests in service does a new member have, etc. Lastly, it is important to have some debrief on programs and activities, for future reference.

- It's important to define the commitment and importance of commitment to all members.
  - Use metrics and measures
  - Hold members accountable
- Are there any unknown communication barriers?
  - JUST ASK!
- What other clubs are doing and finding successful for member engagement. (Contributors: Sandy Mortensen/Breckenridge, Sue Garwood?/Parker, Frankie Reed/5 Points)
- Monthly happy hours – bring a friend
- Social outings such as skiing, hiking, shows
- Designate a Social Activities Coordinator.
- Use ClubRunner to have members sign up and track participation
- Formal Orientation twice a year
  - New AND seasoned members attend
  - Like a job description, they go over expectations
- Attend a District Visioning Session
- Ownership of tracking projects and ideas.
- Partner with other service organizations.

## **BREAKOUT: Changing the Essence of Social Media // Social Media for Service**

**Presenter: Ryan Fila (Denver RC) [ryan@ryanfila.com](mailto:ryan@ryanfila.com)**

### **TOPIC HIGHLIGHTS:**

Learning to use social media to honor service over telling sensational stories of exploitation. We'll walk through a helpful video application that makes visual story telling very simple.

### **TOPIC RESOURCES:**

**Spark Camera** - <https://www.sparkcamera.com/>

**Hootsuite** - <https://www.hootsuite.com/>

### **NOTES:**

- Ryan did a good job of summarizing the ideal places to use social media to attract a younger membership.
- He emphasized to not try to do it all and be terrible at it but rather master one or two that you are comfortable with and focus on those platforms
  - With that said there are many free programs that you can use that will tie all of your social media together and allow you to post simultaneously to all the linked platforms
    - Hootsuite etc
- Lot's of questions about where to start and how to stay consistent
  - Ryan emphasized identifying 1 member that is comfortable with social media to handle it all consistently for 1 year to build the flow
    - Create a calendar in advance for future posts. Map your month out in the beginning of the month or the previous month and then create and store the posts if possible
    - Make the posts personal to your club for more interaction
      - People look for a community they could see themselves be a part of.

## **BREAKOUT: Increasing Membership Through Service**

**Presenter: Stanley Harsha (Conifer RC) [stanleyharsha@outlook.com](mailto:stanleyharsha@outlook.com)**

### **TOPIC HIGHLIGHTS:**

- Shift to focus on community service, creating a wider community beyond Rotary who want to give.
- People want to give but are looking for a cause, and to join others.
- Rotarians inspire others. showcasing our work by being out in the community.
- People want to be part of a tribe, to serve while socializing, having fun.
- Choose projects that meet community and society needs, especially ones that appeal to younger people.
- Emphasize projects that help children and include youth in projects whenever possible.
- New members engender more members, bringing fresh ideas and energy.
- Include community organizations and individuals in projects from the beginning, giving them ownership.

### **TOPIC RESOURCES:**

- Welcome ideas from new members and empower them to lead and implement projects.
- Resilience: Shift strategies with conditions. Not why can't we, but how can we?
- Everyone in the Club welcomes new members, mentors them, and includes them, using many tools.

### **NOTES:**

Stanley began by saying that the Conifer Club has grown from 30 members in 2020 to 46 today. He explained this in part by providing the analogy that “if you put out a saucer of milk, the kittens will come.” His written notes, paraphrased below, synthesize what Stanley covered in his introductory remarks.

#### **1) The club’s peacebuilding project provided community members a chance to show up for Rotary.**

Ten to 20 people, including grandchildren, showed up to move boulders and build stone benches for the club supported Peace Park, most of them non-Rotarians. They seemed to come forward because club members had shown up for the community in other ways, such as by attending town hall meetings, volunteering for chamber of commerce, Kiwanis, and boy scout events.

#### **2) Providing opportunities to serve while socializing and having fun can draw in new members.**

People in less populated mountain communities like opportunities to socialize at community events. The club’s monthly scheduled parties are well attended and help promote membership through fun and service.

**3) Rotarians can inspire others to join a club by showcasing their work in the community.**

Club members are constantly out in the community with their own- and community- driven projects, which has led to the recruitment of some dynamic new members. For example, one new member attracted another new member through a mutual passion for the environment. Both became leaders in the club and visible to the community through their involvement with Wildfire Ready. Another new member is active as Rotary Operation Pollination Ambassador. Another example is where individuals were drawn to the club after speaking with members seeking Blankets for Ukraine funds in front of a King Soopers. Support for this cause is now so popular within the club that its Refugee Committee has enough core members to sponsor refugees without a partner.

**4) Including community organizations and individuals in projects from the beginning can help increase ownership and promote new memberships.**

The club actively involves non-Rotarians in its projects. For example, the Peace Park not only involved non-Rotarians, but they also led this project from the beginning. The MindFest mental health fair coming up next year will include many actors outside of the club that are promoting mental health, including pets. Notwithstanding the pets, delegated leadership to non-Rotarians can promote new memberships.

**5) Choosing projects that meet a variety of community and social needs can broaden opportunities to serve new club members.**

Having an ample diversity of projects and a simple process for starting new ones can entice people to join a club. However, the club found that trying to select projects that appeal to most members tend to garner more enthusiasm and thus are more likely to be sustainable.

**6) New members engender more new members when they have leadership roles.**

In general, the club's service projects are led by new members. By empowering them to run the projects, the club has found that they tend to bring new energy, talents and organizational skills to the club. Giving them this leadership role has the added benefit of empowering them to bring in other new members.

**7) Emphasize projects that help children and include youth wherever possible also engages their parents.**

The club has found that any new project that includes youth and children is a natural winner. For example, the members really like their RYLA participants and turn out for their annual presentations. In addition, the Peace Park included many youths in its installation and opening ceremony. The club has found that when you engage youth in a project, you expose the parents to club activities, which can promote new memberships.

**8) Clubs that have resilient memberships know how to shift strategies with changing conditions.**

The club tries not to be static to changing community needs and interests. For example, when Covid limited community service activities, one club member started making masks and this led to gaining a new member.

## **General observations:**

In general, session participants felt that Rotary clubs are not doing enough to publicize their community service projects. The thinking being that wider visibility to Rotary projects might help grow club memberships. To increase awareness, clubs could:

- increase exposure by partnering with corporate and government entities on projects where they can promote Rotary participation to others;
- put up sandwich boards at a project site with information about Rotary's involvement along with a QR code to obtain more information about the club and Rotary (Note that the QR code should not link to the internal club website but rather to a website for the general public);
- distribute information about the project outside the project site, such at grocery stores and other social gathering locations;
- promote projects through community newspapers and encourage young reporters to prepare stories on them;
- seek community input on worthy projects by talking with neighbors and others about what is needed;
- use experienced Rotarians to mentor newer members in identifying, designing, and implementing projects that might reach community groups unrepresented by current club interests;
- be persistent in contacting others that have shown an interest in Rotary, via guest lists and referrals, about pending meetings and events;
- be mindful of your club's culture in that traditional procedures at Rotary meetings, while seeming to be non-political or religious, might be interpreted negatively by visitors, such as saying the pledge of allegiance.

# **BREAKOUT: Stop, Start, Continue: Evaluating the Effectiveness of Projects**

**Presenter: Bob Rose (Evergreen RC) [brobobrose@aol.com](mailto:brobobrose@aol.com)**

## **TOPIC HIGHLIGHTS:**

You do all the work for a project, but what is its true impact?

How do you revitalize a longstanding project, or do you decide to end it and start something new?

Monitoring and evaluation - basics - Rotary's expectations - why do it?

Clear measurable short and long term goals - sustainability.

Check Rotary Foundation standards - add project specific measures.

Gather baseline data and determine data collection procedures.

Collect data and determine impact.

Were people helped? How do you know? Might other communities benefit from this type of project? Success? Failure? Fine tune? Strengths? Weaknesses? Sustainable? Replicable? Expand? Abandon?

## **TOPIC RESOURCES:**

GLOBAL GRANTS - RESOURCES and REFERENCES

<https://my.rotary.org/en/knowledge-and-resources/resources-and-reference/global-grants>

Other files on this same webpage:

1. A Guide to Global Grants
2. Global Grant Monitoring and Evaluation Plan Supplement

## **NOTES:**

- Passion vs. Process: Enthusiasm for a project that sometimes goes wrong or gets forgotten. (Ex. Ready, Shoot, Aim)
- What do you want to get out of it?
- What's the impact/Is it effective?
- Is it measurable?
- Is it sustainable?
- How are we accountable?
- Process Improvement Discussion
- Projects need to be well evaluated.
  - Data needs to be collected.
  - If there are only a few doing a service project, should it be continued and is it making a difference?
- Attend a District Visioning Workshop
  - Training
  - New Ideas
  - Think about what and who comes next.



- Go through the grant application to help assess the project. Use it as a guide for assessing, evaluating, and possibly process improvement.
- Rotary can help and provide guidelines on grant writing and have standards on sustainability. (online)
- Other difficulties some clubs are facing:
  - The same one or two members continuously give and serve; how to make sure more members are stepping up.
  - Retiring and aging members mostly give money and can't or don't want to participate in physical service projects.
- Success from other clubs
  - Littleton members went out in the community/business owners to ask what the people needed. It also helped promote Rotary. The business they reached out to then became speakers at their weekly meetings.
  - Conifer is targeting the younger generation by giving scholarships, inviting parents to their Rotary meetings. One member is the school principal, so that helps. They also targeted and partnered with key members in their community, i.e. Lions, VFW, American Legion, Kiwanis, etc., making their club the "hub" for Conifer's service organizations.
- Use ClubRunner to reach out to Friends of Rotary.
- Communicate with other clubs for ideas and help.
- Key Words/Themes/Takeaways
- The process is critical.
- Evaluate
  - Collect Data
  - Measurable & How?
  - Sustainable
  - Effective
  - Accountability
  - Presence (Is Rotary known in community?)

## BREAKOUT: Cooperation Among Rotary Clubs

**Presenters: Dr. Sarah Werner (Denver Cherry Creek RC) [Sjwern@gmail.com](mailto:Sjwern@gmail.com)  
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### TOPIC HIGHLIGHTS:

How Denver Cherry Creek partners with District 5450 clubs for local projects and international district grants.

How we have sourced, developed, and cooperated with international clubs to host our dental mission which has been conducted twenty-six times in eleven countries with fifteen different host Rotary Clubs.

### TOPIC RESOURCES:

- District 5450 club directory to contact Assistant Governor, area partners and club presidents. <https://portal.clubrunner.ca/50085/page/directories>
- District 5450 Grants page to ensure club has met qualification criteria for grants and to see what other clubs are doing. <https://portal.clubrunner.ca/50085/sitepage/grants>
- The Rotary International website has extensive resources for finding international partners through project fairs sponsored by clubs to address various needs in their countries. The project fairs page has a map of scheduled project fairs and several “how to” videos. <https://my.rotary.org/en/events-and-connections/events/project-fairs>
- The Rotary International website also has a downloadable club locator App that gives members contact information for all clubs and their leaders. <https://my.rotary.org/en/knowledge-and-resources/rotary-tools/official-rotary-apps>

### NOTES:

1. Using the 3 Power Point Slides enclosed, Robert and Sarah highlighted their Rotary Cherry Creek District Grant Project, **Dental Mission to Roatan Honduras**. They discussed the logistic and how they planned and funded their Project that sent twelve Rotarians and volunteers with necessary equipment to Roatan on October 14-22 in 2022 and provided free dental services to men, women and children that need dental care. Dr. Sarah Werner is a Dentist. Key takeaways are how Denver Cherry Creek partners with
  - A global network of community volunteers
  - Assembling the “usual suspects”
  - Who does what and when
  - Pooling funds and members
2. D5450 Clubs for local projects and international projects. Rotary of Denver Cherry Creek has conducted twenty-six missions in eleven countries with fifteen different host Rotary Clubs.