

HANDBOOK

It's called EPIC for a reason

Rotary + community volunteers = big impact

When you're planning a service project this spring, don't just think big. Think epic.

Rotary members in eight countries (and counting) are doing just that through a grassroots initiative dubbed the EPIC Day of Service when clubs invite community members to join them on local projects. Held annually on the third Saturday in May, this day of service energizes club members and draws the public's attention to Rotary in the process.

"Rotarians go out and do community service projects all the time," says Brianna Sherman, global expansion chair for the Rotarian-run EPIC Day of Service Foundation. "But what we're saying now is, don't just do that. Bring community members into service with Rotary. Show them how Rotary can help them make an impact in their own community."

In 2024, for example, Sherman's club, the Rotary Club of Denver Metro South, filled bags with food for children to eat during school breaks. By engaging with the community, the 27-member club gained an additional 25 volunteers. Two years earlier the Rotary Club of Suffield in Connecticut worked with community leaders to plan a park cleanup, attracting more than 100 non-Rotarian volunteers.

The EPIC Day of Service started in 2022 when two district governors from Connecticut, Joanne Alfieri and Jeff Krause, responded to 2021-22 Rotary President Shekhar Mehta's call for clubs to organize a community-oriented service day. What they thought would be a one-time event was so successful that it continued to grow. Colorado Rotarians got involved when they decided to replace an annual bike ride fundraiser with a day of service and realized that clubs in the Northeast U.S. were already doing the same. From there, a global website and nonprofit board have propelled the day forward.

Sherman sees the EPIC Day of Service as supporting Rotary's Action Plan. For example, the service day has created new pathways for joining Rotary and garnered media attention, Sherman says. It has also enhanced member engagement. Clubs partner on projects and members who've gotten to know each other begin meeting up at district events too.

"Growing Rotary is something I'm deeply passionate about," Sherman says. "And the EPIC Day has the potential to make that vision a reality." ■



1. The Rotary Club of Broomfield Crossing in Colorado spruces up a children's center 2. The Surrey club in British Columbia stages a cleanup 3. In Australia, the Social Impact Network club tidies a playground 4. Colorado's Summit County Rotarians construct a medical equipment storage unit 5. Clubs in Connecticut and Massachusetts pack 46,000 meals for food pantries in Appalachia 6. The Lahaina Sunrise club in Hawaii restores a cemetery damaged by wildfires 7. Rotarians in Whitefish, Montana, assist Habitat for Humanity 8. The Highlands Ranch club in Colorado rewires solar panels for Ukraine 9. Vashon Island, Washington, Rotarians remove trash from the shoreline

2025
EPIC Day of Service

BY THE NUMBERS

5
continents

8
countries

20
U.S. states

57
Rotary districts

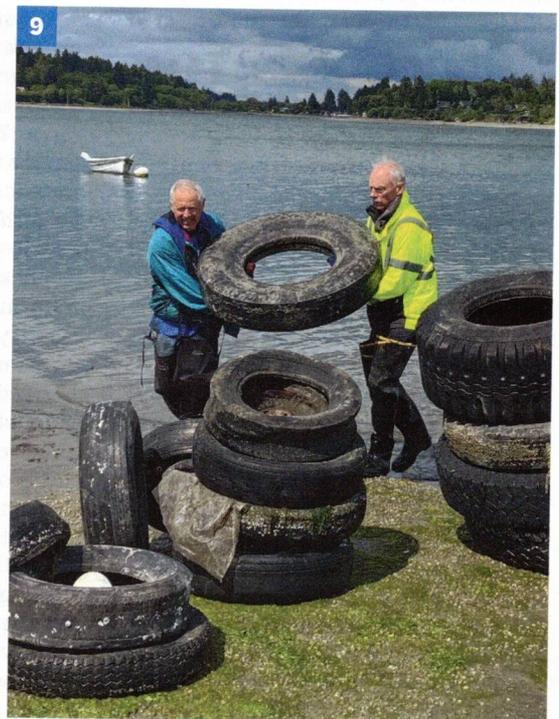
539
clubs

613
projects

6,557
volunteers

32,785
hours

\$151,197
raised



Save the date! This year's EPIC Day of Service will take place on 16 May (clubs may plan a project as near to that date as possible). Find tips and resources to get started at epicdayofservice.org.