

# Conducting Service Projects



A successful service project ensures the proper use of the member's time and club funds while providing a benefit to those in need. A service project should be identifiable under at least one of Rotary's areas of focus; promoting peace, fighting disease, providing clean water, saving mothers and children, supporting education, and growing local economies. To carry out a successful service project follow these steps.

## 1. Perform an Assessment

Successful service projects must address real and current community concerns. Conduct a needs assessment to identify the community needs your club can address.

-Internal assessment. Assess your club's ability to carry out a project. Talk to members about the time they are willing to commit, the resources they are willing to contribute, their interests, and their skills. Be sure to focus on past project experiences and the lessons learned from them.

-External assessment. To properly conduct an external assessment, consult a wide range of community members. They can provide a resource base of experts on local issues, project strategies, and possible future club service projects.

## 2. Choosing a project

The assessment provides information for choosing a service project. This decision is usually based on the relevant community concerns, available resources, and club service interests.

Regardless of how the decision is made, there are common concerns that clubs should consider before choosing a project, including community support and involvement, the club's history of service, time and resources, the project's duration, and its sustainability.

## 3. Making a plan

Once your club has chosen a project, it's time to start planning.

The service projects committee is responsible for appointing subcommittees or coordinators for each of these tasks:

- Setting goals and objectives
- Developing a work plan
- Developing a budget
- Determining liability and protection

## 4. Taking action

Clubs should rely on their project plans when implementing projects. Taking action requires raising funds, managing project activities, and promoting the project. Work with your club's public relations committee on a promotion plan.

## 5. Evaluating success

Evaluation plays an important role in current service projects and future projects. Knowing what worked and what didn't helps you learn and grow. Document your evaluation findings and incorporate them into your club's project planning process. Finally, celebrate your success by recognizing the work, time, and financial contributions of all who were involved.

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## Evaluating progress and measuring success

Club Leaders can effectively measure service projects using these benchmarks; Vision, Skills, Incentives, Resources and Action plan. Observing the type of behavior of those planning or performing a service project can help indicate an area of concern among the benchmarks.

**Vision:** Should be clear, concise and compelling. Set communication and meeting standards. Develop and use a vision statement. A vision statement focuses on the future, it is a source of inspiration and motivation. It describes the results of the society in which you hope to effect change.

**Skills:** Training, Share knowledge and experience. Use best practices and adapt any lessons learned from past experiences.






**Incentives:** Rewards and recognition (internal and external), networking and teambuilding, meeting new friends, fun and fellowship. Contributing towards a better future.

**Resources:** Personnel support, supplies, administrative, funding.

**Action Plan:** Roadmap, performance measuring, steps of achievement, milestones, end game.

### Gauging deficiencies

The general mood of the participants can be an indicator of a deficiency in the implementation of a service project. Fill the gap and you should get back on track in no time.

Benchmarks						Mood of Volunteers				
Vision	+	Skills	+	Incentives	+	Resources	+	Action Plan	=	Satisfaction
		Skills	+	Incentives	+	Resources	+	Action Plan	=	Confusion
Vision			+	Incentives	+	Resources	+	Action Plan	=	Anxiety
Vision	+	Skills			+	Resources		Action Plan	=	Inactivity
Vision	+	Skills	+	Incentives			+	Action Plan	=	Frustration
Vision	+	Skills	+	Incentives	+	Resources			=	Delays

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