SPREADING AWARENESS OF YOUR INTERNATIONAL PROJECTS

for the benefit of other Clubs, non-Rotarians, and the project beneficiaries

International Service D9455

CLUB PROJECT SUMMARIES FOR D9455 WEBSITE

**Objectives**

Publication on the publicly accessible area of the District website is intended to:

1. Let the world know what a marvellous array of good international service our Clubs provide,
2. Inspire Clubs to lead or participate in international projects,
3. Help Clubs to advertise for partner Clubs, sponsors, and volunteers,
4. Provide an information source for others for recording and coordination of projects in particular countries.

**Process**

The **first step** is for each Club to provide a simple list of their current international

projects, with the following information:

1. Club name
2. Country
3. Project Name
4. Club contact (name, email address, preferred phone number)
5. Partner Organisations (collaborating Rotary Clubs, NGOs, etc).

The list as at October 2018 is on the District website under Programs - International.

Please review your Club’s entry. Please email updates to me[[1]](#footnote-2) AND to your AG as soon as possible, but no later than 30 November 2018.

The **second step** is to provide a summary of each of those projects. There is a common format and page design for all projects, as indicated under **Layout** below and for this to be guided by the “One Rotary Communications Strategy 2017-2020” to project a common Rotary image across Australia.

The new RI “People of Action” global image campaign also has helpful guidelines and images that can be adapted to your particular project. Go to [www.rotary.org](http://www.rotary.org) in the top left corner click on MENU, then My Rotary, then Brand Center (note Center is spelt the American way).

Photographs are encouraged, but must be of the project and include beneficiaries. Guidelines on how to capture suitable pictures can be found in Brand Center.

Please email your project summaries to me (contact details at foot of this page) AND your AG, no later than 30 November 2018.

Each Club is responsible for updating its project summaries as each major milestone for a project is achieved. Clubs please notify the District webmaster when a project is completed at which time your final summary will be transferred to a “completed projects” section of the website so that information on every project remains accessible.

**Layout**

* Front page uncluttered, attractive, **150 words (12 lines) MAXIMUM,** and include:
	+ Name of project - and Country if not included in the name
	+ Brief description, focussed on who are the beneficiaries, how they benefit, and why that is important
	+ Photo
	+ “Read more” button
* Second page:
	+ Club name (lead Club if more than one)
	+ Partner Clubs (in destination country and in Australia)
	+ Partner organisation(s) (e.g.an NGO in the country concerned)
	+ Timeframe (approximate start and finish month/year)
	+ Project cost and how funded - if the project is eligible for tax-deductible donations and tax-deductible donations are sought, include RAWCS project number[[2]](#footnote-3)
	+ “Read more” button
* Third page:
	+ Whether partner Clubs are sought
	+ Whether Volunteers are sought
	+ Any other interesting information or photo
	+ Lessons learned (usually added when project finished)
	+ Lead Club point of contact
	+ “Return to main menu” button

Once a few projects have been written up in this way it may become apparent that some changes to the standard layout or content may make the site more useful to Rotarians or more attractive/informative for the general public. Make proposals for improvements to Chair D9455 International Service Committee PDG Phillip Skelton at phillipskelton4@gmail.com or 0405 188 792.

You may also wish to provide summaries for international projects your Club has already completed. That would be most welcome as it would widen the picture of Rotary contribution to helping those in need. Such reports should be sent to me AND your AG and will go directly into the “completed projects” section of the website

1. Email to PDG Phillip Skelton at phillipskelton4@gmail.com [↑](#footnote-ref-2)
2. Direct readers to the RAWCS website [www.rawcs.org.au](http://www.rawcs.org.au) [↑](#footnote-ref-3)