

Module B-5 Reaching Out Through Service (90 minutes)

	Step?	We want to accomplish?	How long?
1.	Introduce Topic and Presenter(s)	Provide topic – have participants open PETS Learning Guide, B-5: Reaching Out Through Service. Introduce concepts in service resource materials. Refer to the three objectives. Introduce presenters(s). Conduct Icebreaker and Midway Review. See Icebreaker and Midway Review Questions	15 min
2.	Main Room/ Content Overview	1st Learning Objective: Articulate the value of building a balanced program of local community and international service projects, based on club membership interests. Facilitate discussion: What is the value of local service projects? What is the value of international service projects? What is the correct percentage mix between the two? (There is no right answer.) How would you decide the right mix for your club? See Breakout Discussion Questions	20 min
3.	Breakouts/ Discussions	2nd Learning Objective: Define key elements of an effective project. Refer to What makes a service project effective? See handout in your PETS Learning Guide. Facilitate discussion: What elements make up an effective project? Which element is most important? Which element(s) in your club's projects needs your leadership?	20 min
4.	Breakouts/ Discussions	3rd Learning Objective: Identify key club members who have leadership and passion for various projects. Facilitate discussion: What is a key service project in your club? Describe the sustainable impact of this service project in your community. Who would make a good service chair? How do you discover who has leadership and passion for service projects?	20 min
5.	Sharing Back/ Q & A	Ask for good ideas to share, takeaways, and best practices. Ask for any questions and respond briefly.	10 min
6.	Wrap Up and Evaluations	Thank participants for an impactful and inspiring session. Ask them to go to notes page at end of module and jot down their thoughts. Remind participants to complete module evaluation via mobile app. Proceed with transition to next module topic and facilitator.	5 min

Lone Star P.E.T.S. 2026

PRESIDENTS-ELECT LEARNING GUIDE

SATURDAY

MODULE B-5 REACHING OUT THROUGH SERVICE

GOAL

Club Presidents will have the skills necessary to guide club members in planning, implementing, and evaluating effective service projects.

OBJECTIVES

At the end of the session, Presidents-Elect will be able to:

1. Articulate the value of building a balanced approach to local community and international service projects, based on club membership interests.
2. Define key elements of an effective project.
3. Identify key club members who have leadership and passion for various projects.

REFERENCE MATERIALS

Conducting Service Projects
Developing Effective Projects
What Makes A Service Project Effective
Make A Sustainable Impact
Project Planning Resources
Service Project Center

Conducting Community Assessments
Rotary Impact Handbook
Vocational Service in Action

Icebreaker and Midway Review Questions:

Icebreaker

Implement an Icebreaker, with each participant sharing the following points:

- a. Name
- b. Role at PETS
- c. Club
- d. City
- e. Most important characteristic for a Rotary leader
- f. Desired individual takeaway from PETS

Midway Review

What is your **primary takeaway** from PETS thus far?

1. Give participants a couple of minutes to jot down action ideas on the notes page at the end of this module.
2. Any other question(s) or comments?

Module B-5: Reaching Out Through Service

Breakout Discussion Questions

1. What is the value of local service projects?
What is the value of international service projects?
What is the correct percentage mix between the two?
(There is no right answer.)
How would you decide the right mix for your club?
2. Refer to What makes a service project effective?
See handout in your PETS Learning Guide.
What elements make up an effective project?
Which element is most important?
Which element(s) in your club's projects needs your leadership?
3. What is a key service project in your club?
Describe the sustainable impact of this service project in your community.
Who would make a good service chair?
How do you discover who has leadership and passion for service projects?
4. Give participants a couple of minutes to jot down action ideas on the notes page at the end of this module.
5. What is your **primary takeaway** from the Service session?
6. Any other question(s)?

CONDUCTING SERVICE PROJECTS



Your committee's role is **to lead your club's projects** to make a difference in the communities you work in. Club projects also provide an opportunity for your club members to network and socialize with each other, which can help strengthen their commitment to Rotary.

For each project, your committee will develop a timeline, conduct a community assessment, and establish criteria for measuring progress, using the resources and tools available to you. Here is one process your club can use for planning and implementing a Rotary service project:

1. Assess the situation.

Successful service projects address real and current concerns within a community and use the assets of that community to make a lasting change. Conduct an assessment to identify a community's assets and needs. The [Community Assessment Tools](#) guide gives you a variety of community assessment methods you can use. You must include community assessment results with applications for a global grant.

2. Choose a project.

The assessment provides criteria for choosing a service project. Some criteria to consider include **community support and involvement, the club's history of service, the resources available to you, the length of the project, and the project's sustainability.**

3. Make a plan.

Set objectives, develop a work plan and a budget, and determine what liability protection is called for. After you choose a project, work with your **club's** board and district staff to discuss funding and other resources that can help you develop detailed plans for your project. Contact your [district international service chair](#) to connect with local experts within the family of Rotary.

4. Carry out your project.

Promote the project, raise funds, and manage project activities.

5. Evaluate your project.

Determine what worked and what didn't. Document your findings and incorporate them into your club's project planning process.

Need help getting started?

- The [Rotary's Areas of Focus](#) guide, **provided in Module A-1, provided** examples of projects in each area.
- The Rotary's Areas of Focus course on the [Learning Center](#) has presentations to help educate members on our different causes.

- [Service Project Center](#) features highlights of current projects, which can be helpful as you plan projects.
- There are project strategies and case studies for some of the six areas of focus on My Rotary:
 - [Basic Education and Literacy Project Strategies](#)
 - [Economic and Community Development Project Strategies](#).
- The [Project Lifecycle Resources](#) page provides additional ideas and resources for planning and conducting service projects.

Remember that there are people and groups who can help you plan and implement your projects:

- District international service chairs and service project managers
- Rotarians and their families and friends
- Community organizations
- Rotaract club members
- Rotary alumni
- Interact club members, Rotary Youth Exchange students, and RYLA participants
- Rotary Community Corps members
- Members of other Rotary clubs
- Rotarian Action Groups and Rotary Fellowships

CONTACTING OTHER ROTARY CLUBS

Rotary policy prohibits Rotarians from using any of these resources for commercial purposes:

- The Official Directory
- A club or district directory
- Any other database or list of names compiled in connection with Rotary-related projects or activities.

Rotarians are also prohibited from making these resources available to others for commercial purposes. Please share this policy with members of your club to prevent any abuse of Rotary resources.

In some circumstances, a Rotary club may contact other clubs **about matters that don't** relate to **Rotary's** business and activities, as long as these conditions are met first:

- A Rotary club must ask permission from their district governor before approaching other clubs, and they must state the purpose of the contact to their district governor.
- A Rotary club must request permission from the RI Board before directly asking for financial support from any other Rotary club or any individual Rotarians other than **that club's** own members.



My Rotary

Donate

Refer



My Rotary 

Participate 

Events & Connections 

Knowledge & Resources 

Who We Are 

Developing Effective Projects



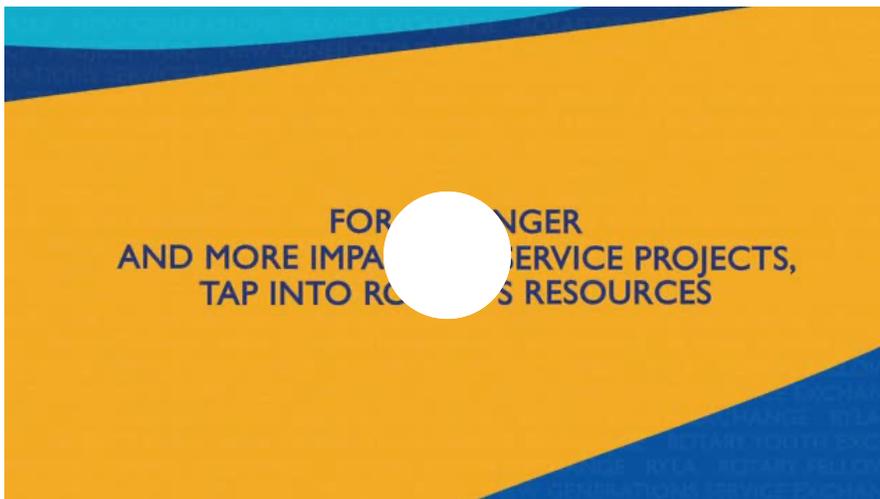
[Learn how clubs](#)

[developed a project](#) to support women coffee farmers in Colombia. The project had measurable immediate and short-term results and will have a positive long-term impact by increasing the women's incomes, which will improve the well-being of their households

From planning a project to acquiring the resources you need, implementing the project and promoting it, and then evaluating its results, this step-by-step approach will help you navigate the entire process. It includes the elements to make your project successful whether it's local or international and whether it's funded by a club, a grant from The Rotary Foundation, or outside sources.

and community.

Learn how [Rotary's areas of focus](#) address some of the world's most critical needs, and think about how your project can engage people in meaningful service to create positive, lasting change.



Planning & organizing a project

Well-planned projects are more likely to have positive and sustainable results. Every community has its own

strengths and concerns, so the best approach is to work closely with people from the various groups that have a stake in the outcome. Try to maintain effective and transparent communication with all involved.

Step 1: Use your district's local expertise

Many districts have a group of local experts or mentors (a district resource network) who can use their technical knowledge and project-planning skills to help you. Think of the district resource network as a consulting firm. Rather than spending money on temporary consultants, you can get advice from fellow Rotary members who have been through the process and understand what's needed.

For local projects as well as international ones, ask your [**district international service chair**](#) to connect you with experts early in the process for guidance about planning your project or preparing a global grant application. These people can help you:

- Understand the Rotary grants system
- Align your project with an area of focus
- Conduct a community assessment
- Develop a project that's sustainable
- Find possible project partners
- Identify funding sources
- Establish measurement and evaluation standards

- Determine if you need to adapt your strategy
- Decide how you'll share what you learned

Through the district resource network, you'll connect with local and international Rotary experts including members of [Rotary Action Groups](#) and [The Rotary Foundation Cadre of Technical Advisers](#). Learn more about [how these groups can help your club](#).

Step 2: Conduct a community assessment

[Work with the local community](#) to identify a need, decide with residents how to address it, and find out what resources are available to do so. Make sure that community members are actively involved in every step of the process, especially the assessment and project design. A [Rotary Community Corps](#) can help you build a relationship with people in the area who have a stake in the outcome. If you're applying for a global grant, include the [results of your community assessment](#) in your application.

Step 3: Set project goals

The goals you set for your project should be guided by the community's objectives and by the immediate results and short-term effects that you're seeking. Start by asking yourself what is the positive, lasting change that you and your community partners hope will be the ultimate impact of your work. Then determine what

activities will lead to that result.

Decide how you'll gather data before the project starts and collect information throughout the project so you can measure your progress and know if you're meeting your goals. Monitoring and evaluation plans are required for global grants, but we encourage you to have them for all projects. If you plan to apply for a global grant, consult the [monitoring and evaluation supplement](#) for suggested project measures and sample monitoring plans.

Step 4: Work with partners

Your partners can contribute expertise and resources that improve the project, expand your reach, and increase your impact. Consider working with fellow Rotary and [Rotaract](#) members through club collaborations, as well as with [Rotary Action Groups](#), [Rotary Community Corps](#), or Intercountry Committees. You can also collaborate with [Interact clubs](#), [Rotary Peace Fellows](#), and Rotary's [strategic, service, and project partners](#).

Step 5: Create a project plan and budget

Developing a comprehensive project plan and budget will help you manage your resources, be ready for problems, and evaluate your project's success. As you plan the budget, seek competitive prices for goods and

services and set aside funding for unexpected expenses or cost increases. Get community members and other people who will benefit from the project involved in order to make the project sustainable. Make sure you and they understand the ongoing costs to operate or maintain the project and have the funding arranged.

Remember to include the costs of data collection, analysis, and communication in your budget, because these things allow you to measure the positive change from your project and share with others what you accomplished and what you learned. Review your implementation plans and timeline with stakeholders regularly and make adjustments as necessary. Visit Rotary's Learning Center to find out how to join a [club service projects committee](#) or grants committee to oversee the project or global grant.

Acquiring resources for the project

Use the guidance offered by Rotary experts through your district resource network and our partners, as well as Foundation grants and other kinds of funding, to acquire financial support and other resources for your project.

Step 1: Publicize your project plan

When you're ready to share your project plans and goals, post your project on the [Service Project Center](#) to

raise awareness within Rotary, tell people about your club's service, and find partners and funding. You can also publicize your project using social media, club newsletters, club websites, and other channels.

Step 2: Participate in project fairs

Attend a [project fair](#) virtually or in person to find club or district partners to work with you on your project or to find international projects that your club can support. Project fairs give you the chance to meet host clubs, learn about their community's priorities, and find a project to get involved with. Any club representative or Rotary member who wants to support an international service project can attend a project fair, and districts can use district designated funds to support travel to and participation in project fairs to help clubs find project partners.

Step 3: Secure funding through Rotary

The Rotary Foundation supports projects across all our areas of focus. We offer clubs and districts several kinds of funding opportunities:

- [District grants](#) fund small-scale, short-term activities that address community needs.
- [Global grants](#) support large international service activities with sustainable, measurable outcomes.
- [Disaster response grants](#) support communities that have been affected by a natural disaster.

- [Programs of Scale](#) awards support longer-term, high-impact programs that are led by Rotary members and have already demonstrated their success on a smaller scale.

[Learn more about Rotary grants](#), including what kinds of projects are eligible and how to apply. Work with your district Rotary Foundation committee to discover what funding may be available through your district.

Step 4: Secure funding outside of Rotary

Funding for your project can come from many sources, including:

- Special events such as a walkathon
- Online crowdsourcing platforms
- Individual donors
- Corporations or local businesses
- Other foundations
- Nonprofit or nongovernmental organizations
- Government agencies
- Other clubs and districts

Explore your project funding options and find [tips on holding a successful fundraiser](#).

Implementing your project

As you carry out the project, be sure to keep people informed about its progress, work to raise awareness of

it, and stay in contact with the experts who helped you develop your plan.

Step 1: Communicate and seek feedback

Keep volunteers, community members, partners, funding organizations, and anyone else who has a stake in the project up to date. Ask people from all of those groups for feedback on how to improve the project implementation while remaining focused on your overall goal. Clear communication is an important part of carrying out a project successfully.

Step 2: Raise awareness about your work

Use social media, messaging platforms, and your club website to let people who aren't involved in the project know about it and to find more volunteers, spur community support, and bring people to your fundraisers.

Step 3: Ask questions along the way

Seek guidance from members of the district resource network about your implementation strategy or any unexpected issues you've encountered. Ask the experts your questions and share your experiences with them.

Evaluating & promoting

the project

Your project isn't really complete until you've evaluated its outcomes, measured its successes, and reflected on its challenges. This can be useful to you and your club for future projects and can help people who are trying to design and implement similar projects.

Step 1: Measure your results

Using the data that you gathered throughout your project, measure the change that you've had on your community. Determine if you reached the goals that you set. If not, think about what you could do differently in the future. Sometimes we need to adapt and change our strategy in order to have a bigger impact. As people of action, we stay committed to making positive, lasting change.

Step 2: Promote your project and share what you learned

The better the data that you collected, the better able you'll be to tell your story of service and positive change. Share how you overcame any challenges you faced, what lessons you learned, and tips for how other people can best approach similar projects.

A good way to celebrate your success and inspire others is by using the [Service Project Center](#). Be sure to use photos and share the page on social media. Find more ways to [promote your club's project](#).

Step 3: Submit reports

Remember to share a final report with your partners, supporters, and others who have been involved in the project. If you received Rotary global grant funding, submit progress reports every 12 months and a final report within two months of the project being completed.

More information

- [Sign up for newsletters](#), including Rotary Service and Giving & Grants.
- [Read about working with local experts](#) early in the planning process and how that can improve the quality of your projects and global grants.

Related documents

- [Project Planning Resources](#)
- [Conducting Community Assessments](#)
- [Rotary Impact Handbook](#)
- [Take the First Step to Planning Sustainable, Successful Projects & Grants](#)
- [Work With Rotary Experts](#)
- [Learn about Rotary Foundation grants](#)
- [Rotary's Areas of Focus guide](#)
- [Basic Education and Literacy Project Strategies](#)
- [Economic and Community Development Project Strategies](#)

What makes a service project effective?

Effective service projects do more than just offer a quick fix for problems. The most effective service projects

- Respond to real issues
- Improve community members' lives
- Incorporate the abilities of those who are served
- Recognize the contributions of all participants as important and necessary
- Are based on a realistic assessment of available resources
- Aim for specific goals and objectives with measurable results
- Build effective networks
- Empower people and communities

MAKE A SUSTAINABLE IMPACT

SUSTAINABILITY

For Rotary, sustainability means the capacity for outcomes to be maintained locally and to serve the community's continuing priorities.

Learn about the community

Work with community members to identify priorities and collaborate on solutions that build on community strengths and align with local values and culture.



Encourage local engagement

Identify key community members who can be involved from the beginning in developing the project and advocating for lasting improvements.



Provide learning opportunities

Help community members learn what they need to know to maintain the project outcomes.



Buy local

Purchase equipment and technology from local sources and ensure that community members can maintain the equipment.



Find local funding

Get local funding through governments, hospitals, companies, and other organizations to integrate the project locally and ensure long-term support.



Measure your success

Develop clear and measurable project outcomes and determine how you will collect your data before, during, and after the project.



PROJECT PLANNING RESOURCES

Use these resources to find solutions to questions at various steps of the process to help you plan a successful project, find support for your efforts, promote your work, and evaluate its impact.



Click on each resource to learn more.

“ I’m looking for international service projects undertaken by other clubs in my district for my club to join to make a greater impact.

District International Service Committee

inspires clubs to become more involved in international service, connects them to local mentors who use their subject-matter expertise to help develop projects with greater impact and sustainability, and helps identify potential international project partners.

“ I want to find local experts to help my club write grants as well as plan, design, implement, monitor, and evaluate our project.

Rotary Community Corps (RCC)

is a team of non-Rotarian men and women who work in partnership with Rotary clubs to improve their communities. By bringing community input and involvement in projects, RCCs enhance Rotary’s impact and reach.

“ Our club wants to ensure that our project is sustainable and is maintained and monitored by a community group.

District Resource Network

is coordinated by the District International Service Committee and includes local subject matter experts with skills and experience to help clubs strengthen projects, whether funded by The Rotary Foundation or another source.

“ I want to involve local residents in planning, designing, implementing, and overseeing a project.

Rotary Action Groups

are international, Rotary-affiliated groups, whose members have subject-matter expertise in a particular service area. They offer technical assistance and best practices to clubs and districts in planning and implementing effective projects, and help identify partners and funding resources.

“ I want help from experts in:

- Project planning
- Community assessments
- Project design
- Finding partners
- Project funding
- Supporting an international program



“ I am looking to empower my community and get more involved with local service projects.

District Community Service Committee

motivates clubs and helps them plan and implement impactful local service projects, often in partnership with RCCs and in coordination with youth service committees overseeing Interact, Rotary Youth Leadership Awards, and New Generations Service Exchanges.

“ I’m looking for examples of international service projects undertaken by other clubs in my district to inspire mine.

Service Project Center

features both ongoing and completed service projects that can help clubs find international partners and inspire the global Rotary community with project ideas that members can replicate locally.

“ I have questions about global grant eligibility and project design.

“ I need help with the global grant application process.

TRF Cadre of Technical Advisers

are Rotarians with professional expertise in our areas of focus. They have experience designing, evaluating, and monitoring projects funded by The Rotary Foundation and understand Foundation policies and global grants.

“ I want to seek Foundation grant funding for my project. I need help with:

- Project planning
- Community assessment
- Project design
- Monitoring and evaluation

Rotary Grants Staff

help clubs and districts throughout the grant process. They can answer questions about global grant eligibility and project design.

“ I want to learn more about Rotary Foundation grants.

District Rotary Foundation Committee

educates and inspires clubs to participate in Rotary Foundation grant and fundraising activities in the district, assists clubs with the grant process, helps determine if activities are eligible for grant funding, and oversees distribution of District Designated Funds.

“ I’m seeking District Designated Funds to support my project.



“ I’m looking for international events that will let me explore the local community and find Rotary and Rotaract projects to support as an international partner.

Project Fairs

facilitate prospective international project partners by giving international visitors a chance to learn about a local community’s needs and develop relationships with clubs in regions where the fairs are hosted.

Rotary's Service Project Center helps enhance your project's impact

Rotary's Service Project Center gives you the tools and resources you need to design and manage effective projects, find partners, and share best practices.

The center has new features that make it easier to access documents, guidance, and links to strengthen the impact of your projects.

New features include:

- A [Resources page](#) with links to project planning materials that can be tailored to your role when you're signed into your My Rotary account.
- A refreshed, mobile-friendly [Grant Center page](#) and dashboard integrated into the Service Project Center, giving members seamless access to project resources and grant information.
- An [Impact page](#) dedicated to Rotary's Action Plan with a fun game designed to test your knowledge.

These new features support the Action Plan priorities by helping clubs and districts engage members and deliver more impactful projects.

Visit the [Service Project Center](#) for all your project planning needs and check back regularly for new resources.



SERVICE PROJECT CENTER (SPC): FREQUENTLY ASKED QUESTIONS

The Service Project Center (formerly Rotary Showcase) is a dynamic and feature-rich hub for all Rotary service projects. This new online tool is part of our ongoing efforts to enhance participant experience and increase our impact.

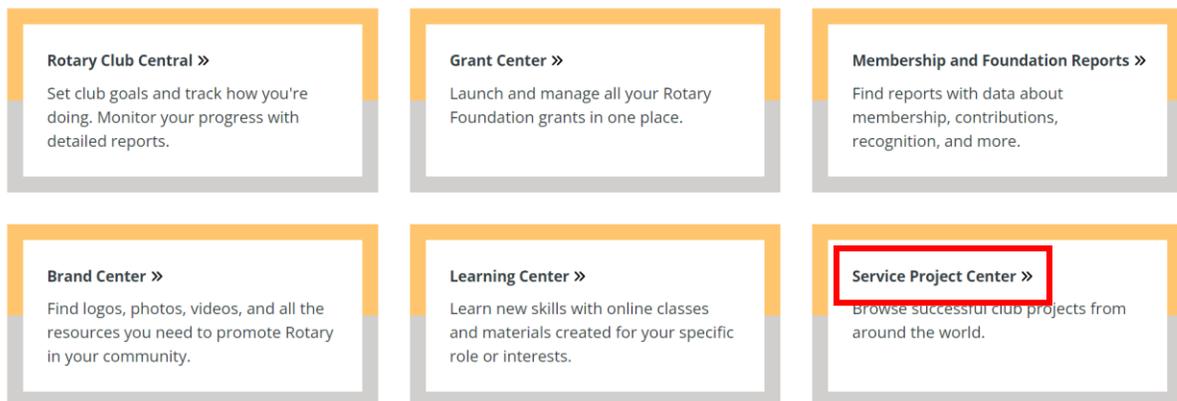
1. Who can access the Service Project Center?

Anyone can search or view service projects on SPC.

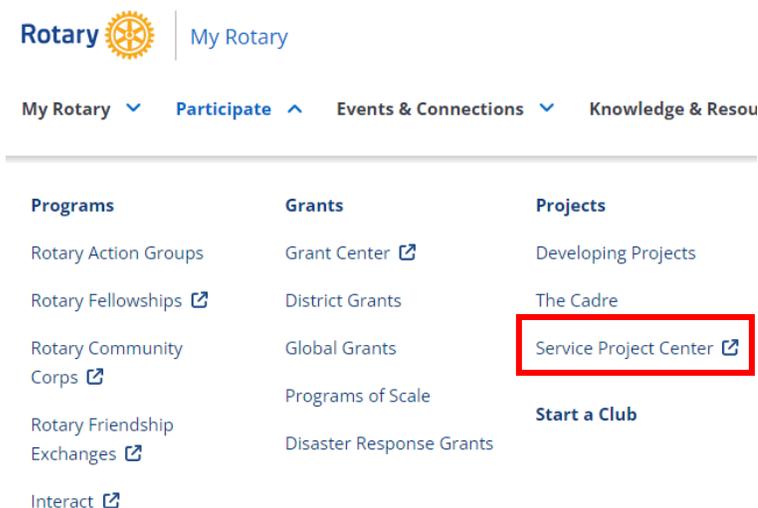
2. How do members find the Service Project Center on My Rotary?

Once logged in, members can navigate to SPC through 3 different ways:

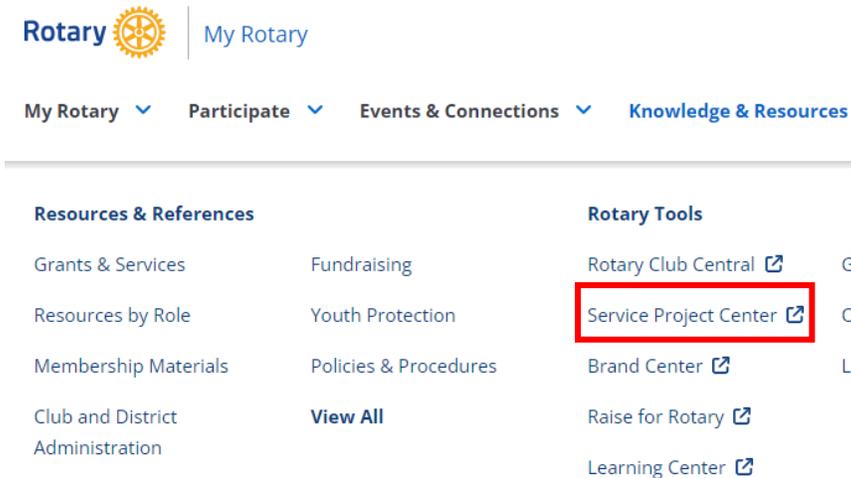
1. My Rotary landing page



2. Under *Participate*



3. Under *Knowledge & Resources*



3. Who can add service projects?

Any active Rotary or Rotaract member and Rotary executive secretaries with a My Rotary account can post projects in the Service Project Center.

4. How long does it take to enter a project?

Not long at all. Though members are encouraged to share a full description of what went into planning and executing their service project, only the mandatory fields marked with an asterisk need to be filled to publish the project.

5. If I begin to add a project, can I save a draft to publish later?

Project drafts cannot be saved in SPC. However, if you complete the required fields (which are marked with an asterisk) and post the project, you can edit the project to add more information later.

6. Do service projects have to be complete to be added?

No, SPC accepts proposed projects, projects in progress, and completed projects.

Please note:

- Be sure to return to SPC to update proposed projects or projects in progress.
- To earn the goal achievement for your club's "service projects" goal in Rotary Club Central, the projects enter in SPC must be marked as complete; also, the project end date determines the program year it will be counted toward.

7. After a service project is added, how soon does it appear in SPC?

Once a project is entered and published, it will immediately appear in Service Project Center.

8. Who can manage service projects published on SPC?

The member who posted the project, members added as project contacts, and current club officers can edit, copy, or delete project information.

Project Details



9. My club has the same service project we host every year. Can I copy the project, or do I have to re-enter all the project information again?

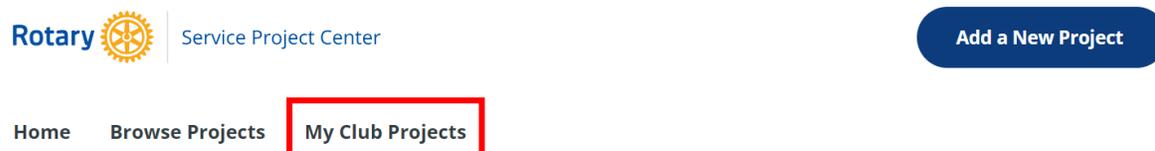
Current club officers and project contacts for the project posted have access to make a copy of the project. Some information such as timeline and funding will need to be updated.

Project Details



10. How do I find my club's projects?

To view or search for your club's service projects posted on the SPC, click on My Club Projects at the top of the page.



11. How can I report service projects to earn achievements for my club's "service projects" goal in Rotary Club Central?

To earn service project goal achievements in Rotary Club Central for the current program year, completed service projects must be added to the Service Project Center before 30 June. Achievements for a club's service project goals will appear in Rotary Club Central 24 hours after projects are entered on the SPC.

Please note that to earn the goal achievement, the project must be marked as complete; also, the project end date determines the program year it will be counted toward. For example, a service project starting on 15 June 2024 and ending 15 September 2024 will be counted toward the 2024-2025 Rotary program year achievements in Rotary Club Central.

12. If I had added service projects to Rotary Showcase, will it appear in the Service Project Center?

Yes, all service project information added to Showcase will be visible in SPC.

13. Can I add any of my club’s projects and activities to the Service Project Center?

Only service projects should be added to Service Project Center.

14. Why do I see service projects posted in multiple languages?

Service projects are posted on SPC in the language determined by the member adding the project.

15. What is a project contact?

The member who published the service project on the Service Project Center is a project contact, and any contacts added to the project are also project contacts. Project contacts have access to edit, copy, or delete the project and may be emailed by people viewing the project on SPC. Please note that member contact information, such as email, and is kept private on SPC and follows [Rotary’s Privacy Policy](#).

16. Can I add a service project from my smart phone?

Yes, the Service Project Center is mobile-friendly. Projects can be added by computer, tablet, and phone.

17. Can I find another Rotary or Rotaract club to partner with on a service project?

Yes. Your club can either post a proposed project or seek proposed projects already in SPC.

18. Can members run a report of their service projects?

Yes, a report is available on Rotary Club Central.

