

**Carolinas' PETS 2020: Engaging YOUR Community**  
(Total Time: 60 Minutes)

**Discussion Leader Notes**

- **Smile! Plan your “engagement” plan (Note: This session has an important “Best Practices” Grid in Discussion Materials)**
- **Pre-arrange the location of your BLANK FLIP CHART**
- **Introduce yourself to the group and explain your role as the facilitator of their discussion; you may wish to greet each participant individually as they enter and find a seat**
- **Discuss your expectations and group guidelines (such as taking turns speaking, welcoming and accepting all questions/comments, and asking the group to turn off all cell phones)**
- **Review the session’s learning objectives with the participants. Point out that the Objectives and other key items are in the Discussion Materials**
- **Encourage participants to take notes; try to gauge the participants’ knowledge and Rotary experience and adjust the facilitated discussions accordingly**

**IMPORTANT:** There is far more material in this guide than you'll have time to cover. Review the participant Discussion Materials (only 5 pages) and select ideas from this guide to determine how you'd prefer to cover the Learning Objectives.

## **Session Opening**

### **Learning Objectives**

*Review with group (in Discussion Materials)*

***At the end of this session, participants will be able to:***

- 1. Identify the ingredients of an effective community-building service project that helps to tell Rotary's story***
- 2. Determine a balanced program of service for the club***
- 3. Understand the difference between a fundraising project and the service project(s) it funds***
- 4. Understand the role and importance of YOUR leadership and commitment in your club's service projects***
- 5. Understand the importance of periodically evaluating every club project***
- 6. Identify the "best practices" of successful/effective club projects***

***Specifically point out the "Best Practices" GRID for this session***

## **INITIAL DL TALKING POINTS** (5-7 Minutes)

- ***YOU have an IMPORTANT ROLE to play as Club President as you and your club engage your community through your service projects***
- ***Community service projects TELL ROTARY'S STORY and show others WHO WE ARE and WHAT WE REPRESENT!***
- ***To get you thinking, I want YOU to consider 8 KEY questions before we move into today's material:***
  1. ***What is your club's STRONGEST community service project?***
  2. ***How do your club projects foster new membership?***
  3. ***What forms of media, if any, do you use to promote your club projects?***
  4. ***Does your club have any WEAK (or "declining") service projects?***
  5. ***Could some of your club service projects use an injection of enthusiasm (HINT: Projects such as this likely need some "tweaking" and re-evaluation for their overall effectiveness)?***
  6. ***Are your projects STILL meeting CRITICAL community needs (or does your club do a project "because we've always done that one before")? (GREAT HINT: A community needs assessment really can help you!)***
  7. ***What does the "member participation rate" in your club service project(s) look like?***
  8. ***Do your club service projects span more than one Avenue of Service?***

## **Community Engagement = Successful Service Projects**

*(25 Minutes)*

**Q. How many of you have planned a service project for your club?**

**Key Points (This information is ALSO in Discussion Materials)**

- **We are "People of Action" -- We identify problems in our communities, create solutions, then fund and execute service projects (fundraisers are a means to an end - not an end in themselves)**
- **While we are a Membership Organization first and foremost, our "business" is service -- thus  
    "Service Above Self" is Rotary's principal motto**
- **Every Rotarian is tasked with the responsibility for finding ways to improve the quality of life in his or her community and around the world through service projects**
- **Service projects provide opportunities for both member and community involvement and fellowship**

**Who has heard of the Rotary Community Corps?**

- **Service projects are also a part of your club's public image and the image of Rotary International**

**Be sure that your club has a good mix of local projects as well as international projects. We will talk more about this later in this session.**

**Q. How did your club know your community would benefit from the project?**

**Key Points (This information is ALSO in Discussion Materials))**

- **A successful service/community impact project requires the following steps:**

- **Conduct a needs assessment to determine the needs and concerns of the community. Projects repeated for many years can lose effectiveness and community impact.**
- **Develop a plan to ensure the project will be meaningful and successful**
- **Implement the project to provide the service**
- **Evaluate current projects to plan for future projects, learning from the successes and the failures; evaluation should be a part of all stages, from project planning to implementation and post-project review**

**Q. Think of a community impact project that went well in your club. How did your club decide to do it? What (specifically) made it successful?**

**Q. What lessons have you learned that you can apply to other projects?**

**Q. As President, what is your role in supporting your club's community service efforts?**

**Q. Who will you work with to carry out your club's community service projects?**

**Talking Points (Look for these ideas!)**

- **Introduce your incoming club Presidents (Elect, Nominee) to the "Service Projects Committee" concept**
- **The Club Service Projects Committee is the primary resource for helping the club conduct successful service projects**
- **This committee identifies/develops and implements projects that help the community (and communities in other countries)**

**Q. Did your club partner with another club or organization on a successful service project? What worked well? What did not?**

**Q. How can your club successfully determine the needs of the community?**

**Talking Points (Look for these ideas!)**

- **A needs assessment looks at the economic situation, geographic setting, education levels, demographic profile, community compatibility, and political conditions of the community. Club history and timing could also be important.**
- **Talking with community leaders, such as educators, social service representatives, local government officials, and religious leaders, provides valuable inputs on the needs of the community**
- **Talk to your club (Great Hint: Club Assembly). Discover the issues your club members are interested in so as to match the needs of the community; service projects need to be a good “fit” for the club and its members. This point also highlights the need to be sure that the diversity within your club matches the local demography. Remember that so much of what we do is based on “relationships”. Developing and nurturing those relationships are key to successful projects.**

**Discussion Leader Note**

- **Refer participants to Chapter 8 (Your Projects) of the new Lead Your Club Manual (President 2019-22 Edition) and also “Lifecycle of a Project” found on MyRotary → Take Action → Develop Projects → Lifecycle of a Project for detailed information including conducting a needs assessment. There are also valuable webinars available there.**

**Q. What questions should you consider when evaluating the effectiveness of already-completed club projects?**

**Some potential responses:**

- **Did the project meet the needs of the community as envisioned?**
- **Did all club members have an opportunity to participate?**
- **Was there a balance between financial assistance and hands-on assistance?**
- **Was there adequate public relations and/or media coverage of the project?**
- **Was your club able to meet the financial demands of the project?**

**A Balanced Program of Service & Engagement**  
(Total Time: 15 to 20 Minutes)

**Q. How can you plan service projects that support the Object of Rotary? (DL Note: Have the Object of Rotary and the 5 Avenues of Service nearby! They are both found in Discussion Materials)**

**Talking Points (Look for these ideas)**

- **Planning projects that address 1 or more of the 5 Avenues of Service will ensure that the club is pursuing the Object of Rotary**
- **Often one service project falls under more than one Avenue of Service**

**Q. What is an example of a club service project that addresses more than one avenue of service?**

**Q. How has your club been involved with an international service project?**

**Q. What RI and Rotary Foundation programs can your club use to support your service projects?**

**(Refer to Appendix 5, page 66: “Rotary Service Options” from the new Club Presidents’ Manual)**

**Potential Group Exercise: (Divide your participants into small groups to address the following question)**

**“What new (or novel) approaches has your club taken to involve MORE Rotarians in service projects?”**

**(Allow 4-5 minutes and seek the TOP 1-2 answers from each group)**

**Q. It’s important for your club to have a good mix of local and international service projects. We are Rotary “INTERNATIONAL” after all. How can your club get involved in an international service project?**

**Talking Points (Look for these ideas!)**

- **Clubs can use the following strategies to get involved in an international service project:**
  - **Contact the district Rotary World Community Service or district Rotary Foundation committee chair**
  - **Explore the Rotary Ideas database at <http://ideas.rotary.org>**
  - **Talk with your Governor, Assistant Governor, and other clubs in your district**
  - **Network with fellow Rotarians at local, district, or international meetings (Hint: You have to show up at these meetings to be able to network.)**

# **DL CONCLUDING THOUGHTS AND COMMENTS**

*(End of Session)*

- *In Rotary, our service projects often serve as the “standard” by which we are judged (and observed). Are the current service projects performed by your club relevant and making a meaningful difference?*
- *Are your current service projects a “good fit” for:*
  - A. *Your community needs*
  - B. *Your club*
  - C. *The demographics of your membership*
  - D. *The financial and human capital resources required for success*
  - E. *Other factors unique to your club: \_\_\_\_\_*
- *Would your club be better off with MORE or FEWER projects? Would a “smorgasbord” of smaller, more frequent projects be a better match for your club?*
- *Have you considered a larger (or perhaps more effective and visible – higher impact) “signature” project for your club that more effectively meets a more current community need?*
- *Would a club “Community Service Committee” be a good idea for your club?*
- *(KEY POINT) Don’t forget the periodic community “needs assessment” as a valuable tool to ensure that your club’s service projects are still valued and needed/wanted by the community!*

## **Review**

- *Review the Learning Objectives to ensure that all topics were covered sufficiently. Answer any questions and let the participants know how to contact you if they have questions later (Your contact information is on the Carolinas’ PETS website)*
- *Ask participants to share something that they learned during the session and an action they will take as a result of this session  
Participants can share with the person next to them or with the entire group*

## **THANK THE GROUP**