LEAD YOUR CLUB

Service Projects Committee

2016-19 Edition

Rotary

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This is the 2015 edition of Lead Your Club: Service Projects Committee, the manual for club service projects committee chairs holding office in 2016-17, 2017-18, and 2018-19. The information in this publication is based on Rotary's constitution and policy documents. Please refer to those resources for exact Rotary policy. Changes to Rotary's constitution and policy documents override policy as stated in this publication.

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YOUR JOB AS CLUB SERVICE PROJECTS COMMITTEE CHAIR

As club service projects committee chair, you help your club meet real needs in your community and around the world. Find details in Lead Your Club: Service Projects Committee.

RESPONSIBILITIES

ALL COMMITTEES	YOUR COMMITTEE
Attend your district training assembly	Plan projects, carry them out, and evaluate them
Working with the president-elect, select and prepare your committee members	Identify opportunities for signature projects that will increase your club's recognition in the community
Create subcommittees as needed (for example, vocational, community, international, New Generations, fundraising)	Work with other organizations, volunteers, and committee members to maximize the impact of your projects
Meet regularly and plan activities together	Lead efforts to raise money for projects
Set committee goals to help achieve the club's goals for the year and monitor progress toward them	Understand liability issues that affect your club projects and activities
Manage your committee's budget	Work with the public relations committee to promote projects
Work with your club's other committees and your district committee on multiclub activities or initiatives	Collaborate with other clubs on projects
Report committee activities and progress to the club president, board of directors, and the full club	
Determine what else your club expects your committee to do	

GET
CONNECTED!
Make your Rotary experience truly international with these networking opportunities.
CONNECT ONLINE
Engage with other members: Online Discussion Groups
Enhance service projects: Rotarian Action Groups
Make new friends: Rotary Fellowships
Share your service accomplishments: Rotary Showcase
Collaborate on service projects: Rotary Ideas
Build peace and strengthen relationships: Intercountry Committees
Share your professional talents: Vocational Training Team
Meet prospective partners: Project Fairs
Share international hospitality: Rotary Friendship Exchange
CONNECT WITH A GROUP
Celebrate club partnerships: Twin Clubs
CONNECT IN PERSON
Rotary
EXCHANGE IDEAS: www.rotary.org/myrotary

INTRODUCTION

Share chapter 1 with your committee's members so they are fully aware of their responsibilities.

Congratulations on your appointment as committee chair. This manual will help you set goals and understand your role in helping your club meet real needs in your community. It includes policy and procedures that all clubs should follow, as well as ideas that you may find useful.

The job description on page 1 summarizes your responsibilities. You'll learn more at your district training assembly, where you can connect and exchange ideas with other club and district leaders. Review the discussion questions on pages 19-20 before attending.

Questions?

If you have questions about your role, contact other leaders you work with, such as your assistant governor or a past service projects committee chair. Your Club and District Support representative is also available to help. We offer support in eight languages at Rotary.org and through our staff at our headquarters and international offices.

Send questions about this manual or any Rotary training materials to learn@rotary.org.

WHAT ARE YOU WAITING FOR?
BE A VIBRANT CLUB

Be a Vibrant Club guide includes:

- A club success story from your region
- Ideas for your club to try
- Resources for your club on My Rotary

Get your free copy at
shop.rotary.org

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CHAPTER 1

COMMITTEE ROLE AND RESPONSIBILITIES

Rotary clubs are making an impact in communities around the world. The role of your committee is to lead your club's project initiatives to make a difference in the communities you work in.

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

- 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

Working on projects provides an opportunity for networking and socializing among club members. Keep members engaged by involving all members in service projects.

CONDUCTING SERVICE PROJECTS

Your committee is responsible for planning and carrying out successful service projects that utilize funds and club members' time to benefit those in need. For each project, develop a timeline, establish criteria for measuring progress, and consider the resources and tools available to support you. What follows is the standard process for planning and implementing a Rotary service project. You may wish to adapt it to meet the needs of your club.

1. **Assess the situation.**
   Successful service projects must address real and current community concerns. Conduct a needs assessment to identify community needs that your club can address.
2. **Choose a project.**
   The assessment provides criteria for choosing a service project. Consider community support and involvement, the club's history of service, resources, the length of the project, and its sustainability.
3. **Make a plan.**
   Set objectives, develop a work plan, develop a budget, and determine what liability protection is called for.
4. **Carry out your project.**
   Promote the project, raise funds, and manage project activities. Work with your club's public relations committee to make a plan for promoting the project and managing the club's public image.
5. **Evaluate your project.**
   Determine what worked and what didn't. Document your findings and incorporate them into your club's project planning process.

For more detailed information about conducting a service project, see Communities in Action: A Guide to Effective Projects.

ROTARY'S SERVICE PRIORITIES

When planning your projects, choose a community need that falls within Rotary's service priorities:

- Areas of focus
  - Peace and conflict prevention/resolution
  - Disease prevention and treatment
  - Water and sanitation
  - Maternal and child health
  - Basic education and literacy
  - Economic and community development
- Avenues of Service: Club Service, Vocational Service, Community Service, International Service, Youth Service

Strengthen your projects by collaborating with members who have expertise in a particular area of service, other Rotary clubs, other organizations, and the community being served. Find partners by:

- Contacting your district Rotary Foundation committee chair or district programs committee chair
- Networking with other Rotary members at district and international meetings
- Browsing or posting on Rotary Ideas and Rotary Showcase
- Expanding your international connections through fellowship visits with other clubs and through Rotary Friendship Exchange
- Connecting with fellow Rotarians on social networking sites
- Exploring the Lifecycle of a Project section of Rotary.org

ROTARY SERVICE OPPORTUNITIES

Make sure members know about these service opportunities:

PolioPlus — Rotary's corporate program that supports global polio eradication efforts

Interact — Service club for young people ages 12-18, sponsored by a local Rotary club

New Generations Service Exchange — Highly customized vocational or humanitarian service-related exchanges between two Rotary districts for adults up to age 30

Rotaract — Service club for young men and women ages 18-30, sponsored by a local Rotary club

Rotarian Action Groups — International groups of Rotarians, Rotarian spouses, and Rotaractors who join together to conduct international service projects related to a specific topic

Rotary Community Corps — Service group of non-Rotarian adults sponsored by a local Rotary club

Rotary Fellowships — International groups of Rotary members, their spouses, and Rotaractors who join together to pursue a common recreational or vocational interest

Rotary Friendship Exchange — International exchange program for Rotarians and their families that promotes relationships that can evolve into international partnerships for service projects

Rotary Peace Centers — International education program that offers a master's degree or professional development certificate in peace and conflict resolution; qualified candidates study at one of several established Rotary Peace Centers

Rotary Youth Exchange — International exchange program that promotes international understanding and peace among students ages 15-19

Rotary Youth Leadership Awards (RYLA) — Local training program for young people that emphasizes leadership, citizenship, and personal growth

Rotary Grants — Funding available to clubs and districts for humanitarian service and educational projects

FUNDRAISING

You may need to raise funds for the projects your club conducts. Work with your Foundation committee on fundraising efforts. A successful fundraising event or campaign can support projects that make a real difference in people's lives. If your club chooses to organize a fundraiser, include the following steps:

1. **Determine what you need.** Set a target goal amount and identify the type of event that will realistically yield that amount.
2. **Establish a budget.** Find out what is available in your club budget and determine expenses and anticipated revenues.

3. **Identify the resources required to meet fundraising goals.** Determine how many people are needed to plan and carry out the fundraiser.
4. **Figure out logistics.** Choose an appropriate date and venue for the event.
5. **Manage funds appropriately.** Establish a tracking procedure before collecting any funds, and deposit funds in an account opened for the event. Report to the club and donors on how the funds are used.
6. **Organize volunteers.** Determine roles and tasks for volunteers, and involve community members. Set up a fundraising organizing committee.
7. **Publicize the event.** Identify the target audiences in the club and the community and plan how you will reach them. Involve the media as appropriate.
8. **Hold the fundraiser.** Encourage volunteers to monitor the event's progress, noting successes and challenges to be discussed during evaluation.
9. **Recognize volunteers, contributors, and sponsors.** Follow up with personalized thank-you notes, photos, and certificates if appropriate.
10. **Evaluate the effort.** Record lessons learned so they can be applied to future fundraisers.
11. **Ensure continuity for future fundraising efforts.** Discuss any outstanding issues with the incoming treasurer and new members of the fundraising organizing committee.

Find more information on Rotary.org.

Circularizing Rotary clubs. Rotarians are prohibited from using the Official Directory as a commercial mailing list or making it available to anyone else for commercial purposes. The Official Directory is copyright protected. No organization may conduct a mass mailing to Rotary clubs to request financial or volunteer support. Please share this information with members of your club to prevent any abuse of the policy.

Under limited circumstances, it is permissible to contact other clubs about matters that don't relate to business interests, with these stipulations:

- Before requesting cooperation from other clubs, a Rotary club must ask permission from their district governor and state the purpose of the contact. A club wishing to contact only one club, however, does not need the governor's permission.
- Before directly asking for financial support from any other Rotary club or any individual Rotarians other than its own members, a club must request permission from the RI Board.

RISK MANAGEMENT

As members of the service projects committee, you are in a position to minimize risk and protect your club's members, other program participants, and your club's assets. Consider three basic questions when planning activities and service projects:

- What can go wrong?
- If something goes wrong, how will I or the club respond?
- How will any losses be paid for?

If there is a realistic chance that something will go wrong, reduce your risk by:

- Canceling the activity or event
- Changing the activity or event to minimize the risk
- Creating a plan to address potential problems
- Finding another organization that will agree to participate and share the risk

Rotary strongly recommends that your club use signed contracts for any agreement. Having documentation is important in the event of a liability issue. A contract attempts to clearly define the roles and responsibilities of each party and can include provisions to limit risk. Keep any legal documents after the event in case a claim is made later.

We urge clubs to get legal advice about liability protection and insurance. Protection may come through the incorporation of the club (or its activities) or the purchase of liability insurance. Clubs in the United States and its territories and possessions are automatically covered by general liability and directors and officers/employment practices liability insurance through a program arranged by RI and paid for by all active U.S. clubs. Clubs outside the United States should consider acquiring insurance if they do not already have it. If traveling abroad for any projects, consider purchasing travel insurance. See the Manual of Procedure for additional information.

Visit the Learning Center on Rotary.org and take a course on working with youth.

Youth protection. If you're planning a project that will involve young people, take steps to increase protection, such as volunteer screening, selection, and training. Refer to specific youth protection policies for the Rotary Youth Exchange program and for any project that involves travel for minors. See appendix 1 for Rotary's youth protection policy.

Using Rotary Marks. When volunteering or participating in service, be sure to prominently display the name of your club so that the public will associate it with the work it is doing. Be sure you are correctly displaying the Rotary logo and wheel. For policy and guidelines about use, see the Voice and Visual Identity Guidelines, the Brand Center, or the Manual of Procedure.

LEARN

EVERYWHERE WITH ROTARY'S LEARNING CENTER.

- Take courses
- Find resources
- Connect with an online community
- Talk with other registrants and course moderators
- Customize your user profile and track your progress

Learn how to tell your Rotary story, set goals in Rotary Club Central, apply for a grant, and much more.

Visit the Learning Center on www.rotary.org/myrotary to learn more.

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CHAPTER 2

CLUB SERVICE PROJECTS COMMITTEE CHAIR

You're the chair of your club service projects committee. What happens next? Meet with the outgoing committee chair, review your club's bylaws and strategic plan, and start thinking about who else will be on your committee. You can also start planning how you will run your committee. In addition to becoming an expert on your committee's subject area, you will be managing your committee members.

YOUR COMMITTEE

In many clubs, members serve on a committee for three years, so it's likely that some current committee members will continue into your term. If you need to fill any openings on the committee, work with the president-elect to find someone with experience in:

- Community development or service
- International study or travel
- Community volunteering

As chair, you'll delegate tasks, so you'll need to determine how best to use the skills and interests of your committee members. You can prepare them by:

- Informing them of the committee's ongoing activities and goals
- Pairing new committee members with more experienced ones
- Encouraging them to communicate with counterparts in other clubs
- Notifying them of district activities and meetings
- Sharing resources

Collaborate with your club's other committees to maximize your club's impact. These conversations should be ongoing and can take place at your club's board meetings.

SETTING GOALS

As chair you make sure the committee sets and achieves annual goals that support the club's strategic plan. You'll set goals with your incoming president and other club leaders at the district training assembly. The president or secretary can enter the goals in Rotary Club Central.

EFFECTIVE GOALS

Be sure that the annual goals reflect committee capabilities and club interests. Goals should be shared, measurable, challenging, achievable, and time-specific. For example: Our club will conduct a total of two sustainable service projects or activities that involve at least 100 unique volunteers and benefit 300 community members.

ACTION PLAN

Work with your committee to develop an action plan, or series of smaller goals or steps needed to achieve each goal. For each step:

- Set a deadline
- Determine who's responsible for implementing it
- Decide how you'll measure progress and success
- Consider which resources you have and get the ones you need

Regularly assess your progress and adjust your goals if necessary.

MOTIVATION

Part of your role as chair is keeping committee members motivated. Remember that your committee members are volunteers. Common motivators include:

- Assurance that the goal will be beneficial
- Belief that the goal is achievable and will be successful
- Opportunities for fellowship and networking
- Assignments that use each member's expertise
- Making sure members enjoy their committee work

BUDGET

Before 1 July, work with the outgoing committee chair and the club treasurer to determine what funds your committee will need and see that these funds are included in the club's budget. Be sure to include any planned fundraising activities.

Oversee committee funds, transactions, and reports, and be aware of the financial condition of your committee's budget at all times. If you meet regularly with your club's treasurer, you'll be able to take action if issues arise.

CHAPTER 3

RESOURCES

CLUB, DISTRICT, AND SECRETARIAT SUPPORT

- District governor — Can advise you on strategies to make your club more effective
- Assistant governor — Visits your club at least once per quarter and can answer questions and offer advice
- Other club committee chairs in your district — Serve as a source of new ideas and are potential partners in club initiatives
- Past club committee chairs and leaders — Advise you as you plan for the year
- Rotary coordinators — Offer support and know-how to boost your club membership and keep members engaged
- Club and District Support representatives — Staff members at Rotary headquarters or international offices who are available to answer administrative questions and direct other inquiries to appropriate Rotary staff
- Rotary Support Center — A team available to answer questions; can be reached at contact.center@rotary.org or toll-free (within the U.S. and Canada) at 866-9-ROTARY (866-976-8279); Rotarians outside North America should contact their international offices

POLICY AND REFERENCE DOCUMENTS

- Manual of Procedure — Policies and procedures of Rotary International and its Foundation established by legislative action, the RI Board of Directors, and the Trustees of The Rotary Foundation, issued every three years following the Council on Legislation; contains RI constitutional documents
- Rotary Code of Policies and Rotary Foundation Code of Policies
- Recommended Rotary Club Bylaws
- Standard Rotary Club Constitution

ONLINE RESOURCES

- Rotary.org — Rotary's website gives club leaders the information, resources, and tools they need to support all their club activities; go to My Rotary to access club-level resources for developing membership, creating promotional materials, running your club, fundraising, and more

TAKE ACTION

- Rotary Showcase — Online tool where finished projects can be posted for others to browse
- Rotary Ideas — Online tool where you can get service ideas or ask for contributions, volunteers, materials, or partners for your projects

LEARNING & REFERENCE

- Learning Center — Take courses to develop your skills and learn more about Rotary
- Official Directory — Contact information for RI and Foundation officers, committees, resource groups, and Secretariat staff; worldwide listing of districts and governors; alphabetical listing of clubs within districts, including contact information; issued annually
- Awards — Rotary awards and recognition programs

MANAGE

- Shop.rotary.org — Rotary's online store for ordering publications, DVDs, forms, and supplies
- Club administration — Manage your club's member lists, officers, club information, and more
- Brand Center — Customize your club brochure and download Rotary logos

COMMUNICATIONS AND PUBLICATIONS

- Communities in Action: A Guide to Effective Projects — Guide to developing, carrying out, and evaluating a service project
- Rotary's Areas of Focus — An introduction to the six areas of focus, with examples of service projects for each
- Community Assessment Tools — Explains how to identify effective service projects within the community
- An Introduction to New Generations Service — Resource that introduces Rotary clubs to Interact, Rotaract, Rotary Youth Exchange, Rotary Youth Leadership Awards, youth protection, and alumni activities
- An Introduction to Vocational Service — Provides information, resources, and project ideas related to vocational service
- Interact Handbook — Guide to organizing and administering an Interact club
- Rotaract Handbook — Guide to organizing and developing a Rotaract club
- Rotary Community Corps Handbook — Basic steps for organizing an RCC, including case studies, tips for identifying potential leaders, and program ideas
- Rotary Fellowships Handbook — Guide to organizing and promoting Rotary Fellowships
- Rotary Youth Leadership Awards Handbook — Guide to organizing club or district events that develop leadership among young people
- Youth Exchange Handbook — Guide to operating a Rotary Youth Exchange program
- Standard Rotary Club Constitution
- Rotary Code of Policies and Rotary Foundation Code of Policies — Policies and procedures established by the RI Board of Directors and the Trustees of The Rotary Foundation in support of the RI Constitution and Bylaws
- Rotary Foundation Reference Guide — Concise compilation of the programs and services of The Rotary Foundation
- Be a Vibrant Club: Your Club Leadership Plan — Regionalized publication with examples of how clubs have gone from mediocre to vibrant
- Rotary Leader — A bimonthly online newsletter for Rotary club and district leaders
- Rotary magazines — The Rotarian, Rotary's official monthly magazine, and 30 Rotary regional magazines in 24 languages
- Voice and Visual Identity Guidelines — Guidelines for the design of publications at all levels of Rotary and for the proper use of Rotary Marks
- Strategic Planning Guide — Short guide and worksheet to help clubs create a vision with supporting long-range and annual goals
- Rotary newsletters — Electronic newsletters about specific Rotary-related topics, such as membership, polio eradication, public relations, and The Rotary Foundation

APPENDIX 1: RISK MANAGEMENT FOR WORKING WITH YOUTH

When Rotary clubs work with youth, they make an investment in the future of their communities and Rotary itself — but this investment is only successful if these activities are administered responsibly. Our youth programs do not exist in vacuum; they operate in a world that is sometimes dangerous. Risk management involves understanding possible risks involved with youth activities, such as injury, illness, and abuse, so that they can be prevented and their impact reduced. Your club should consider the following points when developing safe processes for working with youth:

- Develop and implement a club youth protection policy that addresses physical, sexual, and emotional abuse or harassment. Ensure that any reports of abuse or harassment are communicated to district leadership and/or local law enforcement immediately. Contact your district for additional policy details and requirements.
- Establish a code of conduct for adult and youth participants. These rules should reflect local laws, cultural standards, and any applicable policies of the district or club, as well as best practices for youth protection.
- Review your club's policies to ensure they are in line with the district's policies and with specific Rotary Board-guidelines for each youth program.
- Stay in regular communication with district leaders to coordinate fast action during potentially dangerous situations.
- Consider these questions when sponsoring a youth program or event:
  - What happens if someone is injured?
  - What happens if a participant reports inappropriate or dangerous behavior?
  - What happens if a natural disaster strikes during the program or event?
- Work to minimize potential risks in these ways:
  - Implementing volunteer screening and training programs as required by your district policies and in line with best practices
  - Teaching participants about safe behavior during the program
  - Developing a disaster emergency plan and practicing it
  - Purchasing adequate liability insurance coverage for your region

If any club activities involve the travel of minors outside of their home communities, contact your district to guarantee all youth travel guidelines are followed. All activities where the responsibility for organizing the hosting arrangements and travel of youth participants is transferred to a foreign Rotary entity, such as Rotary Youth Exchange, must be administered with the approval and oversight of a certified Rotary district.

Many health insurance policies provide only limited coverage when traveling or living away from home. For this reason, all participants that will be traveling are required to verify that their health and life insurance provides adequate coverage. Participants should consider obtaining travel insurance that includes coverage for medical expense reimbursement, repatriation of remains, emergency evacuation, and accidental death and dismemberment. Clubs and districts are urged to contact a local insurance professional to determine whether their insurance policies provide adequate coverage for their youth programs.

It is also recommended that clubs consult local legal counsel before signing any agreement or contract with another youth-serving organization. These documents may contain waivers, hold-harmless, or indemnification agreements that may attempt to release a party from liability and transfer the risk to the club or district. Be aware that Rotary International is not liable for any illness or injury to persons, including participants and organizers, or for damage to any property.

Rotary's Statement of Conduct for Working With Youth

Rotary International strives to create and maintain a safe environment for all youth who participate in Rotary activities. To the best of their ability, Rotarians, Rotarians' spouse, and partners, and other volunteers must safeguard the children and young people they come into contact with and protect them from physical, sexual, and emotional abuse.

DISTRICT TRAINING ASSEMBLY DISCUSSION QUESTIONS

When considering these questions, talk to outgoing and incoming club leaders to share ideas.

What are the responsibilities of the club service projects committee, and what are your responsibilities as chair?

What club goals are assigned to your committee?

What kinds of projects will have the greatest impact on the community?

What fundraisers will generate funding for projects?

What will you delegate to committee members, and how will you support them?

What is your club's signature project?

Does your signature project reflect your club's vision?

ROTARY CLUB CENTRAL
PLAN TOGETHER
TRACK PROGRESS
ACHIEVE GOALS

Why should clubs use Rotary Club Central?

- It's a one-stop shop.
- It eliminates paper.
- It fosters continuity in leadership.
- It enables clubs to track their progress.
- It creates transparency.
- It showcases the important work that Rotary clubs do worldwide.

How do I get to Rotary Club Central?

Go to www.rotary.org/clubcentral.

Who can use Rotary Club Central?

All Rotarians can view the goals and achievements for their club. The current and incoming club president, secretary, executive secretary, treasurer, Foundation chair, and membership chair can add and edit the goals and achievements for their club.

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One Rotary Center
1560 Sherman Avenue
Evanston, IL 60201-3698 USA
www.rotary.org

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