

# Service Projects and Fundraising

DISCUSSION LEADER GUIDE – SATURDAY, 11:30 A.M. TO 12:30 P.M.

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

- Identify the steps to developing successful fundraising and service projects.
- Determine a balanced program of service for your club.
- Understand how your club’s service and fundraising projects determine its public image and support membership development.

Minutes	Time	Content/Process Steps	Teaching Materials
2 min	11:30-11:32	Introduction - welcome PEs - remind them of evaluation process.	
8 min	11:32-11:40	<p><b>Service Projects and Fundraising</b></p> <p><b>What is the difference between a Service Project and a Fund Raiser?</b>            (One is what we do – provide service – the other gives us the means (resources) to do it.)</p> <ul style="list-style-type: none"> <li>• Why do we need both?</li> <li>• Which is more important?</li> <li>• When is each appropriate?</li> </ul> <p>Which would you prefer your club to be known for in the community?            Which is the one your club is best known for in the community?</p>	Elicit answers and discussion.
5 min	11:40-11:45	<p><b>What are the similarities in planning and carrying out a service project and a fundraiser?</b></p> <ul style="list-style-type: none"> <li>• Both require a needs assessment to determine that the project is “on track”; that is, that it meets a need (service project) and that people will attend (fundraiser).</li> <li>• Both require leadership to oversee the process, and both require buy-in from the club.</li> <li>• Both require developing and implementing a plan.</li> <li>• Both can involve family members and people beyond Rotary, which can spur membership recruitment.</li> <li>• Both can used to generate publicity for the club.</li> <li>• Both can be improved through evaluation and incremental improvement as we learn from past successes and less-than successes.</li> </ul>	

Minutes	Time	Content/Process Steps	Teaching Materials
5 min	11:45-11:50	<p><b>Does your club consider public image when deciding upon a fundraiser or service project?</b></p> <p><b>Does your club consider membership development when deciding upon a fundraiser or service project?</b></p>	Discussion
5 min	11:50-11:55	<p><b>Which is the focus of work in your club?</b></p> <ul style="list-style-type: none"> <li>• Financial assistance (check writing)</li> <li>• Hands-on service</li> </ul> <p><b>When is it appropriate to do each one?</b></p> <p><b>Which would you rather your club be known for? Why?</b></p>	
5 min	11:55-12:00	<p><b>How do you perform a needs assessment to decide upon a new project or fundraiser?</b></p> <ul style="list-style-type: none"> <li>• Start with a club assembly to get ideas.</li> <li>• Ask community leaders and educators.</li> <li>• Speak with social service agencies and local government leaders.</li> <li>• Consult with local religious leaders.</li> </ul>	Discussion
5 min	12:00-12:05	<p><b>How creative is your club when it comes to new ideas for fundraisers?</b></p> <p><b>Where can you go for more ideas?</b></p> <ul style="list-style-type: none"> <li>• Other club websites/newsletters</li> <li>• Learn about ideas at make-ups and district events</li> <li>• Borrow ideas from other nonprofits</li> </ul>	Discussion
5 min	12:05-12:10	<p><b>How creative is your club when it comes to new ideas for service projects?</b></p> <p><b>In addition to what's been stated above, what Rotary resources are out there to help you develop service projects?</b></p> <ul style="list-style-type: none"> <li>• RI grant opportunities</li> <li>• Ask inbound/outbound Vocational Training Teams about exchange country needs RI website</li> <li>• RI networking groups (Action groups and Fellowships)</li> </ul> <p><b>What if it's too big to do alone? With whom can you partner to do a service project or a fundraiser?</b></p> <ul style="list-style-type: none"> <li>• Neighboring Rotary club (or one in another area or District)</li> <li>• Another service club in your community</li> <li>• Another community organization</li> </ul>	Elicit answers and discussion

Minutes	Time	Content/Process Steps	Teaching Materials
15 min	12:10-12:25	<p><b>Think of a service project that your club has taken on.</b></p> <p><i>Ask participants to share a local service project their club has undertaken and record the projects on a flip chart. Ask participants by a show of hands to indicate their interest in a project that they would like to hear more about. Have the participant whose project drew the most interest answer these questions:</i></p> <ul style="list-style-type: none"> <li>• How did you know your community would benefit from this project?</li> <li>• How did your club decide to take on this project?</li> <li>• Did your club partner with another club or organization?</li> <li>• How long has your club been working on this project?</li> <li>• Did all club members have the opportunity to participate? Did they? Was it rewarding?</li> <li>• Was there appropriate public recognition for the project?</li> <li>• Did the project enhance your club's public image?</li> <li>• Did the project result in new members?</li> <li>• What lessons have you learned that you could apply to other service projects?</li> </ul>	Flip chart and markers
5 min	12:25-12:30	<p><b>Thank Participants for investing their time in PETS throughout the weekend.</b></p> <p><b>Evaluations</b>  Fill out the survey sheets (located in the center of the Program Book) and keep them for the Survey Monkey evaluation that will be emailed within a week.</p>	Program book survey sheets