



COMMUNITY ASSESSMENT TOOLS

A resource for Rotary projects



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Introduction

Assessing your community's strengths, weaknesses, needs, and assets is an essential first step in planning an effective project. By taking the time to learn about your community, you can discover the best opportunities for service and maximize your club's ability to make an impact.

An assessment not only helps you better understand the dynamics of your community but also allows you and your project's beneficiaries to make informed decisions about service priorities. Even if you're actively involved in your community, an assessment can reveal additional strengths and opportunities for growth. Perhaps you'll find a new way to address a known issue, or give residents a chance to point out overlooked challenges. Before you start an assessment, consider what you want to learn about your community. An effective assessment will reveal things you did not know before.

Assessments are the foundation of every humanitarian project, small or large, because they provide a framework for identifying solutions to a community's problems. They also build valuable relationships and encourage residents to help make lasting local improvements. Developing trust in communities can take time — months, even years. Conducting an assessment is critical to creating that trust, and to fostering community ownership and sustainability.

Conversations with just one or two people aren't enough to reveal a community's needs. Assessments should be systematic, involve a variety of local stakeholders and beneficiaries, and engage them in a meaningful way.

While conducting an assessment, also be sure to manage expectations. Communities should understand the benefits of partnering with Rotary and how that partnership requires their involvement, contribution, and ownership.

NOT SURE WHERE TO START?

One way to ensure community ownership is to encourage local volunteers to form a Rotary Community Corps. An RCC is a team of men and women who aren't Rotarians but who work in partnership with Rotary clubs to improve their communities. Sponsoring an RCC is a great way to welcome community members as true partners in service. Learn more at my.rotary.org/rcc.

Types of assessments

You can combine or adapt the following six assessments to best suit your club's resources and the preferences of community members:

- ▶ Community meeting
- ▶ Asset inventory
- ▶ Survey
- ▶ Interview
- ▶ Focus group
- ▶ Community mapping

ARE YOU APPLYING FOR A GLOBAL GRANT? IF SO, YOUR COMMUNITY ASSESSMENT MUST:

- Include at least two involved stakeholder groups that represent the community fairly
- Use a formal methodology
- Assess more than infrastructure
- Describe the current situation in the community, including assets and needs
- Explain the connection between the project and community assessment

The **Global Grants Community Assessment Results** form may be included with your application. Find tips for strengthening your project in **A Guide to Global Grants**.

As you determine your approach, consider any available data about the community. Has the local, regional, or national government recently published credible findings that could inform your strategy? Have other organizations or institutions researched the community? Do you notice any gaps in official statistical data that need to be addressed through formal preliminary research? To answer these questions, consider partnering with local experts in your club or district.

TIPS FOR CONDUCTING ANY ASSESSMENT

- Remain open minded.** Do not underestimate the community. Don't presume you know what it needs or what challenges it faces.
- Choose participants carefully.** Consider the makeup of the community and ensure you include a diverse cross-section of relevant groups (e.g., gender, age, ethnicity, religion, income level, vocation).
- Include overlooked or marginalized groups.** Women, young people, the elderly, and religious and ethnic minorities are often overlooked. Keep the community's social dynamics in mind, and provide a forum in which all groups feel comfortable sharing their views.
- Consider yourself an outsider.** Even if you live in the community you want to work with, find a well-connected individual, group, or organization that can introduce you to local stakeholders.
- Avoid promising a project before your club makes a formal decision.** But do assure participants that you'll let them know what your club decides. Invite them to take part in any future activities.
- Empower stakeholders.** Speak with them, not at them, and encourage them to help inform decisions. Ensure stakeholders are an active part of any local initiative.

To develop a strong project from the start, ask your **district international service chair** to connect you with regional experts who have experience in project planning (from community assessments to measurements and evaluations), along with technical expertise in Rotary's six areas of focus and Rotary grants. International service chairs can introduce you to Rotarians, Rotary alumni, community members, and professionals from other organizations who are eager to support club projects or grants. They are also outstanding resources for finding international partners, as well as publications and online tools that could help improve your project.

COMMUNITY ASSESSMENTS IN ACTION

“When you go into a developing community, the people there will take whatever help you want to bring. They’re not going to say no to a project. But that doesn’t mean that my idea of their greatest need is the same as theirs.” — Mike Wittry, President, Rotary Club of Roatan, Islas de la Bahía, Honduras

After completing playground projects in Belize, District 5370 — which includes Edmonton, Alberta, Canada — decided to expand its efforts to Honduras. The Rotary Club of Roatan helped encourage local communities to apply for one of two playgrounds.

The village of St. Helene, a 45-minute boat ride from Roatan, had poor sanitation, a weak economy, and widespread health issues. It lacked water and electricity, and its school had no books or classroom materials. But the people there wanted a playground, and they had a piece of land to donate.

The Canadian Rotarians spent about two weeks building the playground in St. Helene. The work was just beginning, though: They asked their local Rotary partners to conduct a community assessment that would help them learn about the villagers’ priorities.

Mike Wittry, then president of the Roatan club, and his fellow club members started with a community meeting. Although many people attended, the village council did most of the talking. The others — moms and dads, local elders — sat in the back and nodded. Then the club held smaller focus groups that did not involve the community leaders. Some people shared the same concerns as the village council, but they also raised other issues. They were open about their struggles and the lack of opportunity for themselves and their children.

The club also organized a community mapping activity to help understand residents’ different perspectives. Participants drew a map of their village and highlighted the places that were most important to them. The school was important to people with children, and the clinic was important to almost everyone. This exercise helped villagers talk about what they had and didn’t have, and prioritize their needs. It also shaped future service efforts: Now Rotarians are taking a holistic approach in St. Helene through a series of water and sanitation projects.

Community meeting

A community meeting, sometimes called a town hall or public forum, is either a formal or informal public gathering that brings together local residents to discuss issues, voice concerns, and express preferences for community priorities.

In these meetings, a facilitator leads discussions on issues related to the community's strengths and potential challenges and encourages attendees to participate. The facilitator also directs any questions to subject matter experts.

Consider appointing a respected community member or a representative from a local organization to facilitate the meeting, particularly if cultural or language barriers are an issue.

Before organizing a meeting, define your objectives and provide training for your facilitator. Knowing what you hope to achieve will help you plan and host a successful meeting.

Advantages of community meetings include:

- Give people of diverse backgrounds a chance to express their views
- Allow participants to build upon one another's responses
- Can involve a fairly large group of people at one time
- Can help identify respected community leaders to involve in a project
- Can help discern the significance of a variety of issues
- Can help explore potential solutions

Challenges with community meetings may include:

- Can be difficult to maintain an open, comfortable, relaxed environment
- Can be difficult to keep the conversation on topic
- May be influenced by social constraints including gender disparities, power dynamics, cultural norms, etc.
- May be dominated by one or two vocal participants to the exclusion of others

TIPS FOR HOSTING A COMMUNITY MEETING

- Identify your goals.** What insight do you hope to gain from this meeting? Are there specific issues in the community that you want to better understand? Design questions that will provoke constructive answers.
- Select an accessible location and convenient time.** Host the discussion at a venue that is easy to find and easy to access. Consider the participants' schedules when determining a time.
- Promote the event throughout the community.** Be mindful of cultural values and norms that may affect responses (for example, in some communities, women may not feel empowered to talk openly and honestly in the presence of men). Factor in the level of literacy in the community and how residents normally receive information (e.g., flyers, radio, announcements at schools or houses of worship).
- Prepare a list of questions.** Keep your questions simple and concise. If you hear new concerns or the same issues being raised by participants, follow up on their responses with more questions.
- Set and follow a schedule.** Decide how much time to spend on each question, factoring in follow-up questions based on issues and ideas identified during the discussion.
- Set and state ground rules.** Share ground rules with participants before the meeting to prevent people from monopolizing the forum, to help engage every member in the discussion, and to keep the conversation on track.
- Take notes.** Write down ideas, making sure everyone can see the notes during the discussion. Enlist one or two other people to help you keep track of the conversation.
- Be an active listener.** Let all participants know that you're engaged and interested in what they have to say. Be considerate of their time.

- **Ask participants to elaborate.** Ask follow-up questions if you don't understand their feedback.

- **Allow for small group discussions.** Small groups provide more speaking opportunities for attendees. Ask each group to record its notes, and have a designated group member briefly summarize its discussion for the larger audience. To help make people feel comfortable participating, consider creating groups composed entirely of community members who might be less likely to speak out (e.g., a group of all women, young people, people with disabilities, ethnic minorities, etc.).

ADDRESSING CHALLENGES IN COMMUNITY MEETINGS

- If certain participants are dominating the conversation, make a point of asking others for their ideas.
- Watch body language and make adjustments as necessary. Maybe the facilitator needs a break, or you need to stop someone from speaking too much. A quick five-minute break can help refocus the discussion.
- Use encouraging body language and tone of voice, as well as words. For instance, lean forward when people are talking, keep your body position open and approachable, and be attentive to everyone, not just those who are most articulate.
- Pay attention to group dynamics. Be aware of emotional reactions participants may have to others' comments, particularly if they appear to be upset, hurt, angry, or defensive. A trained facilitator should encourage participants to follow ground rules and express themselves without making personal accusations or embarrassing others. If participants seem puzzled or confused, revisit the comments or points that caused the confusion or try to restate them more clearly.
- Keep the meeting on topic. If you need to refocus the discussion, summarize the points that have been made and ask if anyone has additional thoughts about the original question.

FOLLOWING UP AFTER A COMMUNITY MEETING

- Thank participants for attending and sharing their feedback.
- Summarize key findings and outline any action plans moving forward.
- If a project is identified, consider inviting key stakeholders to assist with the initiative.

Asset inventory

An asset inventory identifies the types of resources in a community, including its physical environment, institutions, services, events – and especially its people. To conduct the inventory, participants highlight the individuals, places, and things they find valuable and then document and analyze their findings. The results can help a community explore how its assets are connected and how it can use them to create positive change.

Advantages to using asset inventories include:

- Maximize available resources
- Encourage the creation of broad, inclusive networks to effect change
- Help identify areas of community member interest
- Can be maintained, expanded, and used repeatedly

Challenges with asset inventories may include:

- Data analysis can be time consuming.
- Organizing assets and identifying connections can be difficult.
- Interests, skills, and other nonphysical assets can be easily overlooked.

TIPS FOR CONDUCTING AN ASSET INVENTORY

- Determine what you want to inventory, and identify potential participants.
- Invite a small, diverse group of community members to conduct the inventory in one or more sessions.
- Use strong group facilitators to ensure that all participants have an opportunity to contribute and that each discussion group stays on task and on time.
- Analyze the results. Organize assets by category and document connections among them.
- Use available assets to create coalitions and networks to address community issues.
- Update and maintain the inventory regularly.

SUGGESTED INVENTORY QUESTIONS

- ▶ What is special about your community?
- ▶ What products are made in your community?
- ▶ What events take place in your community?
- ▶ When and where do people gather, and what do they do together? Include religious, social service, sporting, entertainment, and other types of gatherings.
- ▶ Who do you know? What skills do they have? What do they own? What knowledge might they share with others?
- ▶ Is there an enterprising spirit in your community, either in business or civic/cultural activities?
- ▶ What topics or issues interest a significant number of community members?
- ▶ What institutions exist in the community, both private and public?
- ▶ Who are the formal and informal leaders of the community? Who do people listen to?
- ▶ How does information spread in your community?
- ▶ What services are provided in your community? Who provides them?
- ▶ What natural resources are found in your community? Which areas have open space?
- ▶ What skills or knowledge in your community should be passed down to the next generation?
- ▶ What businesses exist in your community?
- ▶ What volunteer activities exist in your community, both formal and informal?
- ▶ How do community members demonstrate that they care for and trust their neighbors?
- ▶ What utilities and services are available in the community or institution? What payment or financing systems are in place to pay for goods and services?
- ▶ Does a governing body help manage services, create and enforce rules, and perform other critical functions?

VARIATIONS

- Divide participants into groups by gender, age, or profession to reveal how different groups view the community.
- Instead of a broad-based inventory, choose a specific community issue such as education or health and create an inventory of only those assets.
- Incorporate a walk or drive around the community to encourage an expansive approach to identifying assets.

Survey

Surveys are a popular method of collecting information and opinions. In the context of a community assessment, a survey can reveal the community's perceived strengths, assets, weaknesses, and needs. Surveys can be general or targeted to specific groups. Try to reach as many people as you can, focusing on key stakeholders in the community. You can administer surveys through email, by phone, or in person.

Advantages to using surveys include:

- They can be administered remotely.
- They can be repeated.
- They can be completed anonymously, encouraging candid responses.
- They're generally inexpensive to administer.

Challenges with surveys may include:

- Identifying prospective respondents and obtaining their personal contact information can be difficult.
- Emailed surveys are ineffective in places where internet access is limited.
- Phone surveys may be subject to sample or interviewer bias.
- Response rates for remote surveys are generally low compared with in-person assessments.
- Written surveys are ineffective with illiterate populations.
- Written surveys don't allow for follow-up questions.

Types of survey questions

- **Multiple choice questions.** Respondents select one or more options from a list. Multiple choice questions work best when you have a fixed number of options.

Example:

What do you feel are the most pressing needs in your community (select two):

- *Health care*
- *Quality of education*
- *Employment opportunities*
- *Public safety*
- *Other (please describe): _____*

- Rating scales.** Respondents rate their opinion of a statement or set of statements using a range of feelings or attitudes. To avoid confusion, try to frame all statements positively rather than negatively. For instance, use “The number of teachers is sufficient” rather than “The number of teachers is not sufficient.”

Example:

Please respond to each statement about your school:

	1 Strongly Disagree	2 Somewhat Disagree	3 Neither Agree or Disagree	4 Somewhat Agree	5 Strongly Agree
The number of teachers is sufficient.					
Our teachers are well-qualified.					
Our school provides a safe environment for our children.					
Our classrooms are well-equipped.					
I am familiar with my child’s curriculum.					
I regularly help my child with homework.					
Our school provides nutritious meals.					

- Open-ended questions.** Respondents answer questions in their own words. This format can elicit more nuanced responses, but survey results aren’t as easily quantifiable and must be individually analyzed.

Example:

If you could improve one aspect of your community, what would it be and why?

- Demographic questions.** Demographic information (e.g., gender, education, income level) can add context to responses that will reveal trends within a larger population.

Example:

What is your age?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

TIPS FOR DESIGNING A GOOD SURVEY

- ❑ **Explain why you're asking the questions.** Participants are more likely to respond if they feel there will be a valuable outcome, such as the possibility of a future project.
- ❑ **Keep it short and simple.** If your survey is too long, respondents may rush their responses or even drop out of the survey before completing it. Make sure your questions are brief and specific.
- ❑ **Make sure your questions are unbiased.** Avoid leading questions such as “Would you like to see a new library in the vacant lot instead of a playground?” in favor of more neutral wording: “What would you like to see developed in the vacant lot? a) library b) playground c) other (please describe).”
- ❑ **Conduct a small pilot of the survey.** Testing your survey can reveal whether your questions are clear and specific.

Interview

Interviews are one-on-one conversations between a facilitator (the interviewer) and a community stakeholder (the respondent). Interviews allow you to gain a deeper understanding of the respondent's ideas and feelings. Unlike surveys, interviews give the facilitator the freedom to veer off script and ask follow-up questions. And unlike group assessments, such as community discussions and focus groups, the respondent has the facilitator's sole attention and is more likely to share personal opinions freely.

Advantages to using interviews include:

- They allow the facilitator to follow the flow of conversation and ask spontaneous questions.
- They encourage the respondent to speak freely and give spontaneous answers.
- They're the most accurate and thorough way to obtain qualitative data from your respondents.
- They're effective with illiterate populations.

Challenges with interviews may include:

- They're time consuming.
- They reach only one respondent at a time.
- Conducting a good interview requires practice and some degree of skill.
- Finding willing respondents for impromptu interviews can be difficult. (It's better to schedule phone interviews in advance.)

TIPS FOR DESIGNING AND CONDUCTING A GOOD INTERVIEW

- Identify your goals.** What insight do you hope to gain from this interview? Are there specific issues in the community you want to better understand? Design questions that will provoke constructive answers.
- Identify your target respondents.** Whose opinions are you interested in understanding? Will you identify specific individuals to invite to appointments, or will you seek out random participants in a public place?

- ❑ **Prepare your interview questions.** Keep your questions as simple and concise as possible. If you have complex questions, ask them toward the end of the interview. If you have sensitive questions, be sure to conduct your interview in a private place. Keep your choice of words at a basic level.
- ❑ **Practice.** Conduct some mock interviews with your colleagues and solicit their feedback.
- ❑ **Establish rapport.** Make your respondent feel comfortable before you start asking questions.
- ❑ **Conduct your interview like a real conversation.** It's best to have your questions committed to memory so you can ask them naturally, changing the order and adding impromptu follow-up questions as needed.
- ❑ **Take accurate notes.** If you're recording audio of your conversation, get the respondent's consent beforehand.
- ❑ **Be an active listener.** Show your respondent that you're engaged and interested. Be considerate of the person's time. After all, this may be the first conversation in a long and productive service partnership.
- ❑ **Ask respondents to elaborate.** Simple yes/no answers won't yield much useful information. Probe further with follow-up questions and ask respondents to clarify if you don't understand. You may want to prepare specific prompts for drawing out additional information. For example:
 - Question:** *How easy is it to get health care in your community?*
 - Prompts:**
 - *Is it easy to get to a hospital in your community? Is it easy to get medical treatment at the hospital?*
 - *Do you visit the hospital for check-ups, or only for emergencies?*
 - *In your experience, is medical care affordable? Do you need to have insurance?*
 - *What happens to uninsured people? Where do they go?*
 - *Have you or anyone you know gone without medical treatment due to the cost?*
- ❑ **Offer to follow up with respondents.** Ask your respondents if they'd like to be contacted about future assessments or community improvement activities. Be sure to follow through on these commitments.

Focus group

A focus group is a carefully guided discussion used to determine a target group's opinions on a particular idea. It can help you determine how the stakeholders believe community issues should be addressed.

Conducting a focus group requires careful planning and a skilled discussion facilitator. Most focus groups consist of six to 12 diverse stakeholders. Participants are asked a series of carefully worded, open-ended questions on different issues in the community. This approach promotes self-disclosure.

In a group setting, dialogue tends to evolve and participants build on each other's responses. An effective focus group will seem more like a collaborative discussion than a debate. It's most effective to conduct a focus group in a private, comfortable setting, with one facilitator and someone to record participant responses.

Although you will need to hear from a diverse group of participants, keep cultural beliefs and community structures in mind. In some communities, women may not feel comfortable expressing their opinions in front of male facilitators or other men. Similarly, young people may not feel comfortable expressing their opinions in front of adults. You may need to host a number of focus groups with different participants based on occupation, age, gender, family structure, or other factors.

Advantages to using focus groups include:

- They're quick and easy to set up.
- Group dynamics can provide useful information that individual data collection doesn't.
- They're useful for gaining insight into a topic that's not easily quantifiable.
- They're effective with illiterate populations.

Challenges with focus groups may include:

- Facilitators are susceptible to bias.
- Discussions can be dominated or sidetracked by a few individuals.
- Analyzing data can be time consuming.
- They provide information about the group, not individual participants. The participants may not represent the whole community, so additional focus groups may be necessary.

PREPARING QUESTIONS

Develop a list of concepts you wish to discuss. These could include issues your club thinks might exist in the community, ideas for projects, or people's perceptions of community resources. Make sure your questions will help guide the discussion and encourage participants to share their ideas. Here are some common types of focus group questions:

- ▶ **Opening questions** get participants talking and feeling comfortable. They should be easy to answer.
 - *How long have you worked at the school?*
 - *What do you teach/which position do you hold?*

- ▶ **Introductory questions** get the group thinking about the topic and focus the conversation.
 - *If you could change three things at the school, what would you change and why?*

- ▶ **Transition questions** prepare participants for the in-depth conversation.
 - *Why do you think 50 percent of girls stop attending the school after their second year?*

- ▶ **Key questions** focus on major areas of concern and guide the majority of the discussion.
 - *What resources and training does the school need to encourage girls to return after their second year?*
 - *What resources and training do families need to send their daughters back to school after their second year?*

- ▶ **Closing questions** wrap up the discussion and allow participants to voice any final thoughts.
 - *Do you know any parents who would be interested in sharing why they didn't send their daughters to school after the second year?*
 - *Do you know any parents who want their daughter to return to school but are unable to send her?*

TIPS FOR CONDUCTING A FOCUS GROUP

- Select a location that's convenient, private, and comfortable for a small group discussion, and choose a time when participants can attend.
- If your facilitator is a community member, provide training beforehand.
- Arrange for another facilitator to record the focus group session or take notes on the group's responses, making sure participants can see them. Periodically ask the group if the notes are accurate.
- Invite Rotary Community Corps members to participate in focus group activities.
- Invite six to 12 participants, an ideal size for a focus group. Make sure they're representative of the community and are willing to provide feedback.
- Explain the purpose of the focus group, and state your goals openly. Establish simple ground rules to promote positive interaction and confidence in the process.
- Introduce the main topic, and guide the discussion using your prepared questions. Establish a schedule beforehand, such as 10-15 minutes per question.
- Allow each person time to answer. Listen carefully to the ideas expressed and ask for clarification if needed, but avoid confrontations or debates.
- Allow participants to respond to comments. Make sure the discussion and comments stay on topic.

VARIATIONS

- Hold separate focus groups on the same issue, one with members of your club and another with representatives from the community. Are the responses the same or different? Were any concerns or factors mentioned that you had not previously considered?
- Separate groups according to subgroup characteristics, such as gender, age, education or literacy, disability, ethnicity, etc.

FOLLOWING UP WITH PARTICIPANTS

After completing the focus group, thank participants for their time and input. Consider how you'll follow up with them and maintain relationships. Share your conclusions with participants and, if appropriate, invite them to be involved in the project.

Community mapping

Community mapping can reveal different perspectives about a community. It requires few resources and little time and can be adapted for participants of virtually any age or educational background.

In this facilitated activity, individuals or groups draw a map of their community, marking certain points of importance and noting how often they visit these places. A facilitator leads a discussion about the maps, while another facilitator records the discussion. A successful community mapping exercise will get participants to:

- Identify how they use community resources and any barriers to accessing them
- Compare perceptions of the importance of various community resources
- Generate ideas for community improvement

Advantages of community mapping include:

- It's a lively and engaging activity.
- It encourages participants to discuss how they might improve their community.
- It can be broken up into multiple sessions with different community stakeholder groups.

Challenges with community mapping may include:

- Analyzing results can be a difficult process, because the information is gathered in a visual format.
- Drawing conclusions from the maps and determining next steps may require additional assessment activities.

TIPS FOR COMMUNITY MAPPING

- ❑ Keep groups small — ideally no more than 20 participants, divided into subgroups of four to six.
- ❑ Help each subgroup draw a map based on its own perceptions of the community. The variety of maps will yield a wealth of information.
- ❑ In the large group, discuss all the maps:
 - What are the differences between the maps?
 - Why might the differences be important?
 - What are the similarities between the maps?
 - What important aspects of the community are implied by the similarities?
 - What are some suggested additions to the community? How would these places improve the community?
 - Do the maps indicate any specific activities or projects that might improve the community?
- ❑ Ask participants to volunteer to join a committee to further analyze the maps and identify next steps.

WHAT TO MAP

- ▶ Places of residence
- ▶ Places of importance to participants, such as markets, religious centers, schools, community centers, parks, businesses, fields, water sources, government offices, health clinics, police stations, and recreational areas
- ▶ Places used for defecation, especially in relation to institutions, areas where people congregate, and water sources
- ▶ Places where participants spend the most time, using different colors to indicate daily, weekly, monthly, or yearly visits
- ▶ Places where they enjoy and don't enjoy spending time, indicated by different colors
- ▶ Places they'd like to add to the community, indicated by sticky notes or small squares of paper

VARIATIONS

- ❑ Separate participants into small groups by gender, age, ethnicity, profession, etc., to encourage diversity among the maps.
- ❑ Have groups tour the community before drawing their maps.
- ❑ Ask participants to identify a central place in the community to help orient everyone's maps.

RECOMMENDED STAKEHOLDERS FOR ROTARY'S AREAS OF FOCUS

Peace and conflict prevention/ resolution

- Victims of violence, refugees, or internally displaced people
- Perpetrators of violence
- Factions that are at odds with each other
- Civil society organizations
- Schools and educational institutions
- Local government and law enforcement authorities

When you're assessing sensitive populations such as trauma victims or communities in conflict, it is crucial that you work directly with individuals or organizations that understand the dynamics of the situation. These collaborations will ensure that the assessments are conducted appropriately, with the best possible outcome.

Water and sanitation

- Community leaders, particularly women
- Ministries of water, sanitation, or environment
- Ministries of education, along with students, teachers, headmasters, and parent associates (WASH in Schools)
- Ministries of health (WASH in health care facilities)
- District/local government representatives
- Private utility companies
- Service providers (hand pump mechanics, community outreach workers, etc.)

- Farmers (irrigation)
- WASH advocacy associations
- WASH organizations working in the area

Basic education and literacy

- Teachers
- Parents
- Students
- Youth who do not attend school
- School administrators
- School management committees
- Ministries of education
- Adult education institutes
- Vocational training institutes
- Community and technical colleges
- Libraries and librarians

Disease prevention and treatment & maternal and child health

- Individual health care recipients:
 - Pregnant women
 - At-risk children
 - Adults at risk for noncommunicable and communicable diseases
 - At-risk aging population
- Community health centers and hospitals
- Mobile outreach systems
- Community health care workers
- Skilled birth attendants
- Health care professionals (nurses, doctors, midwives, technicians, specialists, etc.)

- Access and continuum of care structures:
 - Prevention, primary care, and referral systems
 - Transportation providers
 - Hospitals
 - Follow-up and rehabilitation services
 - Chronic care support and palliative/hospice care systems

Economic and community development

- Local government authorities
- Women's groups
- Government extension services
- Job research centers
- Entrepreneurs
- Ministries of trade, agriculture, social services, women's empowerment, and vocational services
- Farmers
- Unemployed youth and adults
- Business owners
- Banks
- Cooperatives (agricultural, savings and loan, etc.)
- Microfinance institutions
- Vocational training institutions
- Community colleges
- Secondary schools
- Universities
- Adult education organizations



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 **FACILITATOR: AMELIA J. STANSELL, DGND
DIRECTOR, DISTRICT MAJOR SERVICE PROJECT SUPPORT**

FIVE AVENUES OF SERVICE

- **CLUB SERVICE**
- **COMMUNITY SERVICE**
- **INTERNATIONAL SERVICE**
- **VOCATIONAL SERVICE**
- **YOUTH SERVICE**



ENVIRONMENT



**PEACEBUILDING AND
CONFLICT PREVENTION**



**DISEASE PREVENTION
AND TREATMENT**



**ROTARY'S
AREAS OF
FOCUS**

**COMMUNITY ECONOMIC
DEVELOPMENT**



**WATER, SANITATION,
AND HYGIENE**



**BASIC EDUCATION
AND LITERACY**



**MATERNAL AND
CHILD HEALTH**



WHAT DOES THAT LOOK LIKE IN A CLUB?

Functioning committees with designated chairs

- 1. DONE IN A DAY (D.I.A.D.) PROJECTS**
- 2. LOCAL COMMUNITY SERVICE PROJECTS**
- 3. INTERNATIONAL PROJECTS**
- 4. YOUTH SERVICES**
- 5. VOCATIONAL SERVICES**



CURRENT PROJECT ASSESSMENTS:

- GET THE **STAKEHOLDERS** AROUND THE TABLE
 - IS THERE A **WILLING** LEADER OF THE PROJECT?
 - IS YOUR **CURRENT/ACTIVE** AND **FUTURE** MEMBERSHIP STILL **ENGAGED** IN THE PROJECT?
 - DOES THE PROJECT **SOLVE A PROBLEM...STILL?**
 - BE WILLING TO KILL THE SACRED COW! JUST BECAUSE IT HAS BEEN DONE BEFORE – DOESN'T MEAN IT HAS TO CONTINUE BEING SO!
- (BUT BE SURE THE CLUB MAKES THAT DECISION!)**



COMMUNITY ASSESSMENTS:



- **IDENTIFY & ENGAGE STAKEHOLDERS**
- **HOW? ASK YOURSELF “WHO DO WE SERVE?”**
- **USE A FORMAL METHODOLOGY TO CONSIDER MANY PROJECT IDEAS**
- **ASK THEM WHAT ARE THEIR PROBLEMS/ISSUES?**
- **HOW CAN YOU SOLVE THEM?**
- **DO ANY RELATE TO THE 7 AREAS OF FOCUS?**
- **BONUS: CAN IT ATTRACT NEW MEMBERS OR \$\$**

ASSESSMENT RESOURCES: [ROTARY.ORG](https://www.rotary.org)

- **CLUB SERVICE PROJECTS COMMITTEE MANUAL**
- **COMMUNITY ASSESSMENT TOOLS**
- **A GUIDE TO GLOBAL GRANTS**
- **GLOBAL GRANTS COMMUNITY ASSESSMENT RESULTS FORM**
- **LEARNING CENTER COURSES**
- **AREAS OF FOCUS POLICY STATEMENTS**
- **SIX STEPS OF SUSTAINABILITY**
- **REGIONAL GRANTS OFFICERS**
- **THE ROTARY FOUNDATION CADRE OF TECHNICAL ADVISERS**
- **AREAS OF FOCUS STAFF**
- **DISTRICT LEADERS**
- **ROTARY ACTION GROUPS...**

LOCAL SERVICE PROJECTS

- **RESULT OF COMMUNITY NEEDS ASSESSMENT**
- **NEED MORE RESOURCES**
 - **TIME (LONGER TERM)**
 - **MONEY (TYPICALLY MORE EXPENSIVE)**
 - **PEOPLE/MANPOWER**
- **THE GOOD NEWS! YOU ARE SOLVING A COMMUNITY NEED, SO COMMUNITY PARTNERSHIPS WILL BE BUILT!**



SIGNATURE LOCAL PROJECTS:

- **HOW DO YOU IDENTIFY A SIGNATURE PROJECT?**
- **HOW DO YOU SELECT WHICH YOU WILL DO?**
- **HOW DO YOU PLAN?**
- **WHO DO YOU INVOLVE (INTERNAL/EXTERNAL)**
- **HOW DO YOU FUND THE PROJECT?**
- **HOW DO YOU COLLECT MONEY? TRACK AND ACCOUNT BACK?**
- **HOW DO YOU PROMOTE THE PROJECT?**

HOW DO YOU PAY FOR IT ALL?

- **FUNDRAISERS**
- **OUTSIDE GRANTS**
 - **RESEARCH LOCAL/REGIONAL GRANTS**
 - **ASK MEMBERS WHO ARE CONNECTED**



WHAT ABOUT THAT “CHECK WRITING” THING?



Happy Festivus!

A generous donation has been made
in your name to ...

The Human Fund
Money for People

- **HOW DO YOU SELECT WHICH CHARITIES TO CONTRIBUTE TO?**
- **HOW CAN YOU RESEARCH THEM FOR LEGITIMACY?**
- **WHAT DO YOU EXPECT IN RETURN FOR THE CONTRIBUTION?**
- **HOW DO YOU SHARE THE IMPACT THE CHECK MADE?**

PUBLIC IMAGE – TELL YOUR SERVICE STORY!

- **@ROTARYDISTRICT7610**
- **@ROTARY ZONES 33/34**
- **@ROTARYINTERNATIONAL**
- **@ROTARY**
- **DON'T FORGET RELATED RAGS & FELLOWSHIPS!**



DISTRICT SERVICE PROJECT COMMITTEE



- **MULTI-CLUB/DISTRICT PROJECTS**

- **NORTHERN VIRGINIA FOOD RESCUE**
- **10 MILLION MEALS**
- **SHELTER BOX**
- **RED CROSS BLOOD DRIVES**
- **HUMAN TRAFFICKING PREVENTION**
- **FLAGS FOR HEROES**
- **REFUGEE RESETTLEMENT**

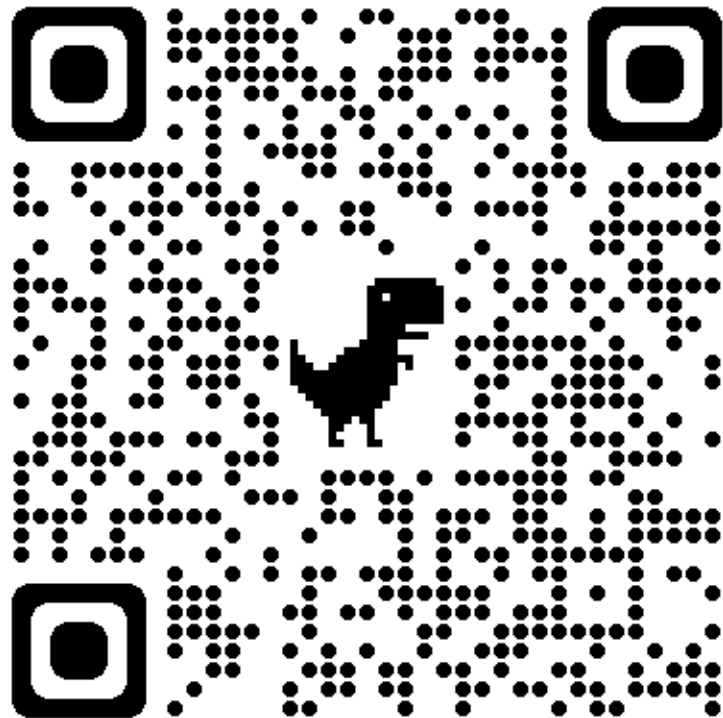
+YOUR SIGNATURE PROJECTS!

ADD SERVICE CHAIR/DIRECTOR IN DACDB

DACdb > My Club > On left file tree, select Admin Functions > Edit Club Positions > you will then see a list of club members, click the pencil next to their name to edit > add **Club Service Chair (CSC)**



SHOWCASE YOUR SIGNATURE PROJECTS!



- **ROTARY SHOWCASE:**

- **MY.ROTARY.ORG > TAKE ACTION > DEVELOP PROJECTS > ROTARY SHOWCASE**
- **SEARCH**
 - **DISTRICT 7610**
 - **AREAS OF FOCUS**
 - **KEY WORDS**
- **LOG-IN TO ADD/EDIT PROJECTS**



**IMAGINE
ROTARY**

QUESTIONS?

Amelia J. Stansell

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Seven Areas of Service

Presented by Wallicia Allen Gill

PEACE BUILDING AND CONFLICT
RESOLUTION

DISEASE TREATMENT AND PREVENTION

WATER SANITATION AND HYGIENE

MATERNAL AND CHILD HEALTH

EDUCATION AND LITERACY

COMMUNITY ECONOMIC DEVELOPMENT

ENVIRONMENT

Rotary's Response

Using individuals and Communities

Providing Service

Dialogue and community Relations

Graduate scholarships in Peace Building
and Conflict Resolution

Seven Peace Universities

Training



DISEASE PREVENTION AND TREATMENT

PROMOTE DISEASE PREVENTION PROGRAMS

EDUCATION AND MOBILIZATION

Reduction of incidence and complications from noncommunicable diseases.

PROVIDE SCHOLARSHIPS RELATED TO DISEASE PREVENTION



Rotary and Clean Water

Facilitating universal and
equitable access

Improving water quality

Hygiene Knowledge and
Practices

Maintaining sustainable water
and sanitation



Why Maternal and Child Health?

5.2 million children died in 2019 from preventable and treatable causes

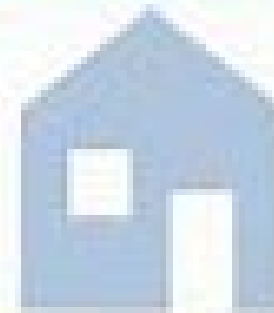
Rotary's Response

Immunizations and treatment

Strengthening prenatal care and childbirth services

Training frontline healthcare workers

Maternal and Child Health



Why Education and Literacy?

A basic right, yet not attainable by many
Rotary's response

Scholarships

Reductions of Gender
Disparity

Providing technology and
equipment

After School Tutoring
Programs



Community Economic Development

Eradicating Poverty–

Eliminate disproportionate impact on women

Inequality and exclusion

Rotary's Response

Build capacity of local leaders and organizations to support economic development

Empowering marginalized communities, addressing gender and class disparities, developing ERT



Environment

Worldwide—climate change,
pollution

Community-based solutions that
prevent the causes and address the
effects of climate change.



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pollution

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Project Lifecycle Resources

Planning & organizing

Well-planned service projects are more likely to have a strong impact and create effective and transparent communication between your community and club. Every community has its own unique assets and concerns. [Learn about Rotary's six causes](#) to help address some of the world's most critical needs.

Leverage your district's local expertise

Many districts maintain networks of local experts (district resource network) with technical and project-planning expertise. Download our [infographic](#) to take the first step to planning sustainable, successful projects and grants. Ask your district international service chair to help you get in touch with them early in the planning process and how to [connect with resources to improve projects and global grants](#). Your district or regional experts can serve as advisors to help your club:

- Align a project with Rotary's areas of focus
- Obtain assistance with project design/planning and implementation
- Learn about the global grant process
- Conduct a community assessment
- Identify international partners
- Secure funding
- Ensure the sustainability of the project
- Establish measurement and evaluation benchmarks

You can also identify local and international experts from the Rotary family through your district's resource network, [Rotary Action Groups](#), or the [TRF Cadre of Technical Advisors](#). [Learn more](#) about the support each of these groups can offer your clubs. [Read](#) how clubs can leverage member expertise to plan more impactful and sustainable service projects.

Exchange ideas in the online community

Share your ideas and get advice by asking the experts in our [Cadre-led](#) Area of Focus discussion groups and exploring [groups](#) facilitated by members involved in RAGs, RCCs, global grants and more.

Conduct a community assessment

[Work with your community](#) to identify a need, how best to address it, and what resources are available. A [Rotary Community Corps](#) can help you build a relationship with stakeholders.

Set service goals

Use [Rotary Club Central](#) to set and track your project's goals. If you plan to apply for a global grant to fund your project, consult the [Monitoring and Evaluation Plan Supplement](#) for suggested project measures and sample project monitoring plans.

Create a project plan

A comprehensive project plan will help you manage your resources, anticipate problems, and

Acquiring resources

Take advantage of crowdsourcing, grants, and fundraisers to acquire resources for your next project.

Promote your project

Post your project on [Rotary Showcase](#) to raise awareness for your project within the Rotary Community. Rotary Showcase can tell potential partners the story of your club's service.

Promote your project using social media, club newsletter, website, and other channels.

Use Rotary Grants

The Rotary Foundation has grant funds available to support your projects.

- [Global grants](#) support large international activities with sustainable, measurable outcomes.
- [District grants](#) fund small-scale, short-term activities that address community needs.

Apply through the [grant center](#).

Hold a fundraiser

Get [tips](#) on how to hold a successful fundraiser.

Work with partners

Make your project stronger by involving [Rotaract](#) and [Interact](#) club members, our [partners](#) or [Rotary Action Groups](#), [Rotary Community Corps](#), [Intercountry Committees](#).

Participate in a project fair

Connect with partner through a [project fair](#) in your area.

Implementing your project

Communicate

Keep volunteers, stakeholders, and partners informed and up-to-date. Transparent communication through any medium is an important part project implementation.

Share project news

Use social media channels and your club website to promote your project and to update volunteers, community supporters, and club members on your progress.

Ask questions along the way

The [cadre discussion groups](#) offer advice and guidance on implementation strategies. Ask the experts your questions and share your experiences.

Evaluating & promoting

My Rotary

The lessons you learn can help you the next time around and can help others.

Update your service goals

Revisit your service goals in [Rotary Club Central](#) and see how close your estimate matches the actual resources you used. Use this information to plan even better projects in the future.

Promote your project

[Rotary Showcase](#), your club and district service resume, is the best way to inspire others and celebrate your success with the Rotary community and the world. Remember to add photos and share the page on social media.

Find more ways to [promote your club's project](#).

Submit the final report

If you received a global grant, submit the final report through the [Grant Center](#). If you received district grant funding, send your final report to your district leadership.

More information

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

Related documents

- [Project Planning Resources](#)
- [Community Assessment Tools](#)
- [Take the First Step to Planning Impactful Projects & Grants](#)
- [Connect With Resources to Improve Projects](#)
- [Guide to Global Grants](#)
- [Lead Your Club: Service Projects Committee](#)
- [Donations-in-kind Best Practices Guide](#)
- [Rotary's Areas of Focus guide](#)
- [How to add a project to Rotary Showcase](#)
- [How to join a discussion group](#)

Please help us improve. Was this page helpful?

YES

NO

My Rotary

[Home](#)

[Careers](#)

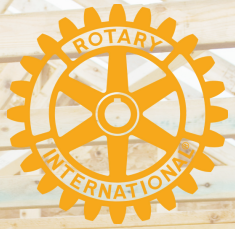
[Rotary.org](#)

[End Polio Now](#)

[Contact Us](#)

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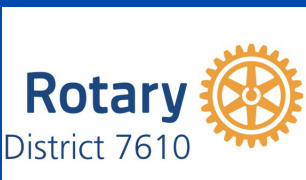
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SHOWCASE

Search - Celebrate - Partner

my.rotary.org



ROTARY SHOWCASE

1 - Log-in to My.Rotary.org

Take Action > Develop Projects >
Rotary Showcase

2 - Search District 7610 Projects

3 - Click ADD A NEW PROJECT

4 - Select Established Project OR
Proposed project seeking partners

5 - Complete all sections with a *

6 - Publish project to save

Things to note:

- District 7610
- Name it something searchable!
- Select 1 main Area of Focus
- Use Tags at the bottom to add key words
- Once required information is added, you can save and come back to edit

