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1-866-GOROTARY



Rotary
District 7620



District-wide Monthly Service Projects

As we know, Rotary is a Membership Organization whose product is service to our communities, both locally and globally. Let's get out there and be visible, and showcase the Rotary spirit, all while doing meaningful projects that many non-Rotarians will see and also want to get involved in.

**Encourage Clubs to Participate in Monthly District-wide Service Projects,
3rd Saturday, each month, 9 am—12 noon**

Replicable Project in a Box—Marketing templates provided.

Fliers and Press Release templates are ready to customize with club and location info.

Rotary Info Cards and Postcards will be supplied for Club's use.—Cards will include 1-866-GOROTARY as well as a QR code that directs to Rotary7620.org. This will drive organic leads generation, also saving the clubs time on CRM entries.

Measurable—Use a sign in sheet, or hand out a numbered quantity of fliers. You could also hold some kind of raffle or giveaway.

Form better Partnerships with other orgs and Corporations—May be opportunity to partner with them for grants that their orgs award, or may open the door to event/fundraiser opp.

High Visibility—Events are planned in areas we can't be missed. Walgreen's/CVS/Sports Fields/Schools.

AG Process:

1. **Identify at least one location** with high visibility within your area and set up event date.
Business owner's pro's—More traffic for them, and ability to partner with our world-class organization. This can also be at an event, sports fields, schools, grocery stores, etc., anywhere there are a lot of people.
2. Get your **clubs to commit to participation**. This will be a great way to boost everything for and about our Rotary Clubs; Member Engagement, Community Projects, New Member attraction, Fundraising, Events.
3. **Identify any Media contacts** in your area and submit your press release 3 weeks in advance, 1 week in advance, and again 2 days prior to event.
4. **Distribute Fliers** in any way. Post to community boards, send to Chambers of Commerce, email, etc.. Have Clubs' info and fliers available on-site.
5. **Create a FB group** for your area and post about the event, as well as, live stream during event. Use 1-866-GOROTARY and QR Code on landing page. Make it fun!
6. **The Fortune is in the Follow Up**—Don't Squander your Leads!

Aug. 21 Project—Rotary 7620 District-Wide Food Collection—Donate to local food banks/pantries

Sept. 18 Project—Rotary 7620 District-Wide River/Watershed Clean Up