



Rotary Services

**An Informational Document About Services
that Rotary Clubs Provide to their Communities**

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Overview

This booklet will describe our general findings about how Rotary Clubs perform services for their community and what are good practices when performing those services. Every club creates services that are tailored around the needs of the community. So this document will give some general findings that clubs should consider.



This document is based off of research on scholarly sources about services, interviews with Rotary clubs, as well as looking through the websites and social media of 74 different Rotary and Rotaract clubs. The clubs that we focused on are mainly in the United States and Italy.

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Rotary International Causes

Rotary International has defined what the main ways they assist communities which this project uses to categorize different services.



Promoting Peace

Helping communities dealing with war



Saving Mothers & Children

Helping women and children out of dangerous situations



Fighting Disease

Supporting research and treatment of diseases



Supporting Education

Granting students the opportunity of high forms of education



Providing Clean Water and Hygiene

Granting access to clean water in impoverished areas



Supporting the Environment

Maintaining and improving the natural environment

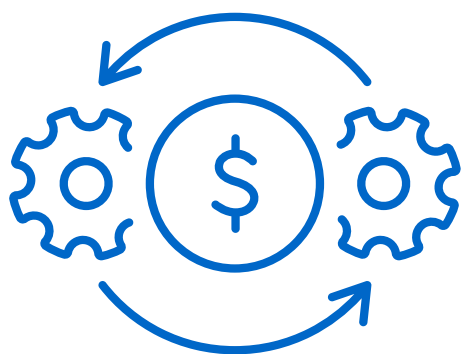


Growing Local Economies

Creating job opportunities to those who need it

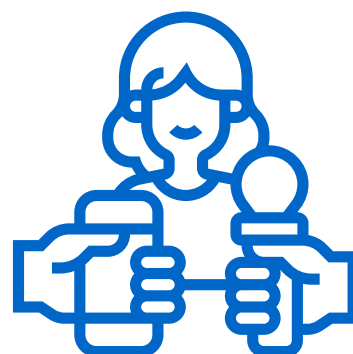
General Findings

The services provided by the clubs both fulfill the needs of their community and are initiatives that the members of the club like to support. That balance between the needs and interest is done well by most clubs.



Funding services can be difficult, especially if the service demands a lot. Some clubs only use the membership dues and direct donations in order to fund their services, but there are other methods as well. Clubs can have their own fundraising activities, partner with external organizations, or ask Rotary International for funding.

Promoting the club's services should be done consistently so that people are aware of what the club is up to. Suggesting ways that people can support the project is also a great method to streamline public engagement.



Large Services

Many Rotary Clubs provide help in multiple different ways. But there are some clubs that reduce the amount of services they perform in order to focus on one specific service that they offer.

One example of this method is the Casa Rotary project in Treviso Nord. Their goal was to establish a safe house that offers shelter to women and children who are faced with domestic violence.



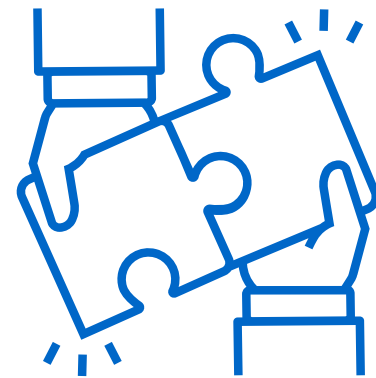
In order to do this service they paused their other services in an effort to quickly fund Casa Rotary. Furthermore, they partnered with many other Rotary clubs and organization to make Casa Rotary possible.

Large Collaborative Services

There are many benefits to having a service like Casa Rotary. Casa Rotary has a clear future and will support the community for a long time. This is the main reason that the Treviso Nord Rotary Club decided to focus their efforts on this service. Alessandro Perolo, the president of the club when Casa Rotary was established, stated "We have to make a choice, either a big service with a future, or small services with no future." He wanted his club to make a service that will make an impact with their community for years to come.



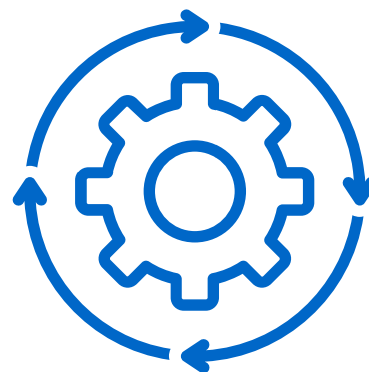
The club collaborated with 9 different organizations to make it possible. Working with other organizations allows for funding to become easier because it lets many people with different skill sets to help with the project and contribute to the service.



Focusing on one large service helps create a brand for the Rotary Club. It allows for something that the club is really know for, and something that will inspire people and other clubs to make a service that will make just as big of an impact for their own community.

Ongoing Services

Many services can turn into services where a club continues to do things for the service throughout the year. Supporting things consistently can define what a club supports.



The Rotary Club of Venice has a great ongoing service in UNITEVE. It's a school for retired adults to learn skills for different disciplines.

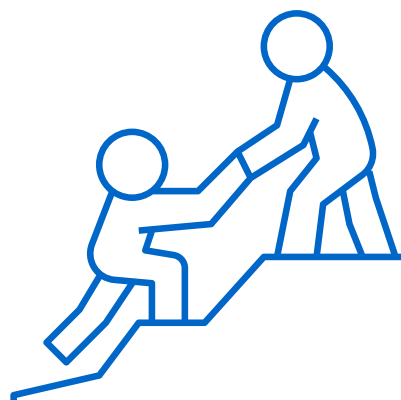
Most Rotary clubs also work with local Interact and Rotaract Clubs. It's a great way to help a new generation of Rotarians to get familiar with how Rotary works and work with them until they can join the Rotary Club.



A common practice this project has seen amongst Rotary Clubs handling ongoing services is not taking credit for their work. The promotion of these services in relation to Rotary is important.

Small Services

Smaller service that the club works with for a short time are good opportunities that do not take as much time and effort as other services, but still help the community.



It is important to have a balance of small services that are straight the point. These services should be easy to do and reliable for those who depend on them.

There are many examples of different small services. One of them includes when the Rotary Club of Venice donated medical devices to Digital Echo-Doppler for Ultrasound Diagnostics for the Neurology department for the Hospital SS. Giovanni e Paolo. This is a clear service that will have a great impact.

