



Rotary Club Playbook: How to Participate in the EPIC Day of Service

EASY AS 1-2-3

1. **Choose a Club Lead or Champion**
 2. **Create a Project**
 3. **Register your project with EPIC and download all the promotional tools.**
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1. Choose a Club Lead or Champion

The Champion serves as the Club Lead for the EPIC Day of Service. Their responsibilities include:

- **Ideal Club Champions:** Community service-oriented members.
 - **Getting Informed:** Read the EPIC FAQs to be well-prepared to answer club questions. Connect with the EPIC Team Outreach Coordinator to learn about additional tools available and to receive support in expanding within districts.
 - **Staying Engaged:** Attend EPIC Support calls to stay updated and exchange ideas.
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2. Create a Project and optional Fundraiser

Work with your community and club leadership to find a project that will encourage member and community volunteer engagement.

- **See EPIC resources for suggested Project ideas**
 - **Determine if you also wish to make this a fundraiser**
 - **Champion launches the EPIC Day at a Club meeting in February.** - Use “all-hands-on-deck” messaging to encourage underactive members to re-engage. If Club is fundraising, encourage every member to send the friends & family email. Timing Matters:
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3. Register your Project in EPIC

- **Go to EPIC www.epicdayofservice.org**
 - Register your Project
 - Download PR and Promotional Materials
 - Start to share EPIC Day details across social media platforms.
 - Sign up Volunteers

Resources Available: The EPIC website contains PR resources, including:

- Sample press releases.
 - Social media ideas and templates.
 - Tips for live media pitches.
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Important Dates for 2024/25

- **January – February:** Districts encourage clubs to participate and plan projects.
 - **January:** Club registration opens—clubs can begin entering project information.
 - **February:**
 - Member signup opens (for projects, donations, and fundraising).
 - Public signup opens (for projects and donations).
 - **May- Third Saturday:** EPIC Day of Service!
 - **June:** Clubs invite public volunteers to attend a meeting.
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Resources for Clubs

The following materials are available to ensure a smooth EPIC Day rollout:

EPIC Resource Guide Book Includes: ([LINK TO GUIDE BOOK](#))

- Club Playbook
- Launch Presentation for Club Champions
- EPIC Service Project Ideas
- EPIC Fundraising Guide (coming soon)
- Club Project Flyer Template for community promotion

PR Resources:

- Sample Pitch for TV and Radio Stations
 - Sample Press Release
 - Social media ideas and templates
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Let's make May 17th a day to remember!