



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

### EASY AS 1-2-3

1. **Choose a Champion**
  2. **Encourage Clubs**
  3. **Involve District Public Image Chair and District Membership Chair**
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#### 1. Choose a District Lead or Champion

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

- **Ideal District Champions:** District Governor Elects (DGEs), District Governor Nominees (DGNs) and Past District Governors (PDGs), Assistant Governors (AG's), Public Image and Membership Chairs. These are leaders who are respected within the District and are excellent candidates.
  - **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.
  - **Promoting Participation:** Speak at various meetings—DG-Presidents, DG-AGs, AG-Presidents—to advocate for the EPIC Day of Service. Attend club meetings to directly encourage participation.
  - **Collaborating:** Work closely with the District Public Image and Membership Chairs to amplify awareness. EPIC is an excellent way to get clubs to be less siloed and creating connections working together.
  - **Staying Engaged:** Attend EPIC Support calls to stay updated and exchange ideas.
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#### 2. Encourage Clubs

To maximize participation, District leadership should actively encourage clubs to join:

- **Use Meetings Effectively:**
  - Include EPIC discussions during DG-President calls and DG-AG calls.

- Present the EPIC Day of Service PowerPoint (available on the EPIC website).
- Invite an EPIC Support Team member to join calls for Q&A sessions.
- Encourage EPIC Champion to visit club or hold a ZOOM informational.
- **Leverage DG Club Visits:**
  - Distribute Tri-Fold handouts (printed by the Champion) to clubs during visits.
- **Utilize District Communications:**
  - Announce the EPIC Day in District newsletters using the Sample Announcement in the EPIC Resources.
  - Email all District Rotary Members using the Sample Email template.
- **Engage Young Leaders:**
  - Invite Rotaract and Interact Clubs to participate using Sample Emails designed for them.

**Timing Matters:** Start encouraging clubs as soon as possible. Clubs can begin registering projects starting in **February**. Even if PETS or the District Conference is too late for the current year, use these events to build momentum for the following year.

#### **Suggested Activities for Champions:**

- Host a House of Friendship table at your District Conference.
- Include EPIC as a session in your District Training Assemblies (DTA).
- Present an EPIC Day session at the District Conference or PETS to your PE's or invite an EPIC representative to come to this for you.

### **3. Involve the Public Image Chair**

The Public Image Chair plays a critical role in promoting the EPIC Day of Service to the entire District. Their tasks include:

- **District-Wide Promotion:**
  - Highlight the event's significance (over 1,000 clubs across 7 countries participated last year!).
  - Pitch live interviews and media coverage to local TV and radio stations.
  - Send press releases to print outlets.
  - Share EPIC Day details across social media platforms.

- **Support Clubs:**

- Provide tools and guidance for clubs to promote the event in their communities and online.

**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 Champions and Clubs**

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

**Resource Guide Book includes these items:** ([LINK TO GUIDE BOOK](#))

- District Playbook
- EPIC FAQs
- Introductory Presentation for DG-Presidents and DG-AGs
- Short PowerPoint (with embedded video)
- Tri-Fold Handout
- Sample District Newsletter Announcement
- Sample DG Email to all Rotary Members
- Sample DG Invitation to Rotaract and Interact Clubs

### **Club Resources:**

- 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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By following this playbook, Rotary Districts can effectively engage their clubs and communities, ensuring a successful and impactful EPIC Day of Service. Let's make May 17th a day to remember!