



CHOOSING AN EPIC PROJECT

You COULD simply schedule one of your regular projects for the EPIC Day, and that can work well. But not all projects will take full advantage of everything the EPIC Day can offer:

- A worldwide event driving **major coverage of newsworthy projects**.
- **Broad promotion to the public** beyond what a single club can generate.
- An exceptionally easy vehicle for **fundraising** in conjunction with the project.
- A big “all-hands-on-deck” event to help **re-engage underactive members**.
- The **public can easily sign up for your project** on the EPIC website, to help you:
 - Do a **bigger, more impactful project** for your community
 - Build **goodwill and support** with people on a personal level
 - Meet potential **new members**.

Here are some ideas that may help in choosing an EPIC project for your club.

IDENTIFY POSSIBLE PROJECTS

SUGGESTIONS	Comments
Community Needs Assessment	Nothing fancy. Ask the Mayor, Department Heads, non-profits, foundations, conservancies, news outlets, or other organizations, especially those with a lot of supporters who the organization would encourage to participate . Maybe work with other interested clubs on an assessment.
Attend a Non-Profit Fair	Talk with a lot of possibilities in one afternoon. What needs do they serve that your club might like to support?
Google for Charities In Your Community	Search for non-profits, charities, foundations, conservancies, etc. What needs are they addressing? Do they need help?
Ask yourself and others	Where are the biggest problems in your community? Homelessness? Mental health? Drug abuse? Veterans support? Elder Housing? Underserved schools? You may know the issues better than you think! Investigate.
Ask your members	More heads are better than one. Set aside time at a club meeting or send out a survey.

EVALUATE PROJECTS

CONSIDERATIONS	Comments
Member Appeal	How fun is it... for everyone? Is there an opportunity to include fellowship, like a BBQ? Are there roles for those with physical constraints? Is it nearby? Does it tug on the heart? Is there interaction with the people being helped? Could it help energize the club, especially underactive members?
Public Appeal	See Member Appeal above. Also, is the appeal obvious or easy to communicate? Is the project big enough to need public help?
Supporting Partners	Are community leaders or other organizations willing to encourage their people to participate? How many constituents, supporters, or employees do they have? Could they offer resources to help?
Member Recruiting	Does the project appeal to people for whom your club is a good fit? For example, Boy Scouts are great for increasing a project's impact, but probably not at a good point in their lives to become fully active members.
Fundraising	For emails to friends and family, does the project tug on the heart? Or could the project itself raise money, like a recycling event that accepts donations at drop-off?
Newsworthy	Is it interesting? Impactful? Photogenic? Heart-tugging?
Multi-Club	Do you want to collaborate for a bigger, more newsworthy project? Do other clubs? Which club would lead?
Club focus	Is it aligned with your club's areas of focus or a signature project?
Impact	Where is it in Maslow's Hierarchy of Needs? (See page 7 in this Rotary Leadership Course). Needs range from physiological, like food and shelter for survival, to safety, on up to aesthetic and higher. How many people will it help? Is the impact sustainable?
Champion	Is there a member excited about leading the project? Do they have the time and skills to make the project a success?
Commitment	Is it a one-off, or is it building an ongoing association?
Expenses	Does it require funding? Could it qualify for a District grant?
Risk	Is a weather contingency needed? Are partners dependable? Etc.?
Documentation	Will the results be measurable? Who will take good photos and video and report back to the club?

No project will check all the boxes, but once you have a shortlist, consider presenting it to the club for a vote. You'll end up with an EPIC project that energizes your whole club!