





Managing Successful Rotary Projects

AG Tusu
Rotary Club of Kampala North




The Rotary Movement – Creating Hope *Our Raison d’etre*

- Shelter from the raging storms: Poverty, Disease, Hunger; Ignorance; Illiteracy; etc – all examples of the quiet violence in our society
- We create hope
- ...**The application of the ideal of service in each Rotarian’s personal, business and community life...**



OVERVIEW

- Our Raison d’etre
- Initiation
- Formulation
- Selling the Proposal
- Implementation
- Monitoring and Evaluation



INITIATION (1)

- Make friends:
 - Establish contacts, both local and external (+ TRF!)
 - Establish a reputation for promptness and reliability
 - Communicate, communicate, and communicate (Only via email – using the email culture)



INITIATION (2)



- **Know the Community:**
 - They are people, individuals, not statistics
 - Empathy
 - Know their problems, their strengths, their weaknesses, their dreams
- **Identify needs and challenges through and with the community**



FORMULATION (1)



- **Identify solutions with the community; AVOID handout types of solutions**
- **Create Ownership – a major challenge**
- **Write a professional proposal:**
 - Background
 - Identify the need/problem
 - Identify the benefits and the beneficiaries
 - Identify the solution



FORMULATION (2)



- Lay out the strategy; break it down into a work plan (activities, deliverables, players, resources, time line)
- Give the budget and financial projections; sustainability is a crucial element
- Remember the ingenuity gap!
- Give the financing plan: The community; your club; other local clubs; DDF; international partners (clubs, districts, etc);TRF



SELL THE PROPOSAL (1)



- **Know the DONORS:**
 - Who are they?
 - What appeals to them?
 - How can they help (cash or in kind)?
 - What is in it for them?
- **Be passionate: passion is infectious; passion is reflected in how we talk, how we write, how we act:**
 - Do you believe in what you are doing?
 - Do you ask from a position of moral strength: are YOU yourself a donor (PHF, etc)?



SELL THE PROPOSAL (2)



- For Matching Grants, know TRF
 - What is it?
 - Why was it set up?
 - What kind of project qualifies for support?
 - What are the proposal requirements?
 - Who are the INDIVIDUALS to whom your application goes?
 - Communicate, communicate, and communicate using email



IMPLEMENTATION



- What needs to be done should be done TODAY
- Involve the Community
- Give publicity to the Project and the donors
- Spend within the agreed budget lines; obtain prior authorisation from the parties for any changes
- Fully document the project and the audit trail
- Report, report, and report (interim to final)
- *Say THANK YOU!*



MONITORING AND EVALUATION



- Is the project progressing according to plan?
- Is the project achieving its deliverables, and outputs?
- What pro-active changes are necessary?
- Track risks and externalities
- After completion:
 - Have the outcomes been achieved?
 - Was the approach and strategy correct? Could it have been improved?
 - Mistakes made? Lessons learnt?



Lend a hand...



- Lend a Hand *in your Club*
- Lend a Hand *in your Vocation*
- Lend a Hand *in your Community*
- Lend a Hand *in the World*

<http://rotary-kampala-north.or.ug/>