



Rotary Service: Establishing Effective Partnerships

Whether they are in a different club or on a different continent, Rotary's vast network of dedicated members can make meaningful service connections to help improve their communities and the world.

How can partnerships benefit Rotary clubs and districts?

- **Connections** — Forming a partnership cultivates service and fellowship opportunities for your club.
- **Greater potential** — Service projects can grow substantially with more Rotarians involved.
- **Knowledge sharing** — Partnerships enable Rotarians to learn from one another's experience and skills.

When starting a partnership with a club or district:

- **Set objectives.** Determine the size and scope of your project. It will help focus your search for a partner that has the resources and characteristics needed for the project. Consider the profile of the potential partner club, including whether it's a new or established club, its size, its support within the community, its members' language skills, and its areas of expertise.
- **Establish communication.** Articulate your goals and expectations. Promote open dialogue between potential partners. Identify the best ways to communicate, such as email, social media, videoconferencing, blogging.
- **Evaluate your club.** Take into consideration your own club members' interests, limitations, and talents.
- **Identify resources.** Determine available funding, volunteer time, and expertise.

To ensure a successful partnership:

- **Assess community needs.** Listen to your partner club to determine the most culturally appropriate, sustainable, and effective solution to the community's needs. While an international partner can provide vital resources for a project, it's also important to engage local community members. Their knowledge of area resources and connections can help your club achieve success.
- **Appoint a primary liaison.** This person can collect and disseminate information and handle questions regarding the project, reducing the possibility of miscommunication.
- **Designate a project committee.** The project committee helps to implement the project. It can identify intended recipients as well as local and international volunteers, help make connections with other organizations, produce a transparent budget and timeline, and create progress reports.

- **Share information.** Provide detailed information on the project's processes and budget. Address any obstacles that arise with project participants. Conduct a postproject evaluation that shows the results of the initiative. Include both successes and failures and distribute the evaluation to project recipients. Reach out to local media for publicity for your project.
- **Identify new opportunities.** Determine whether it would be effective and sustainable to continue, and perhaps expand, the project. And consider whether you and your partner discovered another mutual interest while working together.