

HOW TO LAUNCH A KIWANIS SERVICE PROJECT

Use this guide as an example of how your club can design meaningful, well-organized projects that meet real community needs *and* strengthen your club's visibility and membership.

Project planning timeline overview

Stage	Timeframe	What happens
1. Define the need and choose the project.	6-8 weeks before	Determine the purpose, form a committee, set goals
2. Plan logistics & budget.	4-6 weeks before	Assign roles, secure materials, begin outreach
3. Promote and recruit volunteers.	2-3 weeks before	Full promotion push, confirm partners, finalize supplies
4. Prepare for execution.	Project week	Pack supplies, brief volunteers, finalize setup
5. Host the project.	Project day	Serve, support, document, celebrate
6. Follow up and evaluate.	1-14 days after	Thank-yous, impact sharing, evaluation



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1. Identify the community need.

Timeline: 6-8 weeks before the project

ACE tools: Assess – [Community Survey](#)

Start with purpose.

Ask:

- What problem or gap exists in our community?
- Who will benefit?
- How does this align with Kiwanis International's mission?

Examples of needs → project ideas:

- Low literacy → book drives or reading circles
- Food insecurity → snack packs or pantry support
- Need for safe, clean spaces → park cleanups
- Youth mentoring needs → career or leadership workshops

Tip: Talk with schools, nonprofits and partners to confirm the need.

2. Choose a project that fits your club's strengths.

Timeline: 6-8 weeks before

ACE tools: Assess – [Club Vision Guide](#)

Choose something achievable, visible and enjoyable for members.

Evaluate:

- Impact — Does it truly help?
- Visibility — Will the community see Kiwanis in action?
- Feasibility — Can your club realistically do it?
- Engagement — Will members participate?



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Project idea examples:

- Book distributions
- Park or playground cleanups
- Hygiene kits for families
- Senior outreach programs
- Youth mentoring or leadership days

3. Build a project committee.

Timeline: 6-8 weeks before

Recruit a small team to share the workload.

Recruit members with strengths in:

- Logistics
- Marketing/outreach
- Volunteer coordination
- Budgeting/resources
- Photography & storytelling

4. Define clear goals & success measures.

Timeline: 6-8 weeks before

Before planning details, decide what success looks like.

Write a simple goal:

"Our goal is to serve ___ people by providing ___ on ___ date."

Set measurable indicators:

- Number of people served
- Number of items donated
- Volunteer hours
- Partnerships formed
- Visibility metrics (social reach, media coverage)



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5. Choose a date, time & location

Timeline: 6-8 weeks before

Choose a time that works for both volunteers and those being served.

Consider:

- School calendars
- Accessibility needs
- Safety
- Weather
- Parking & restrooms
- Backup plan

Important: This date drives the rest of your timeline.

6. Create a simple budget & secure resources.

Timeline: 4-6 weeks before

Not all projects need money, but most need supplies.

Estimate costs for:

- Materials
- Printing or signage
- Refreshments
- Permits/insurance

Reduce costs by:

- Asking local businesses for donations
- Seeking sponsorships
- Partnering with Service Leadership Programs clubs
- Checking for district grants



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7. Assign roles & responsibilities.

Timeline: 4-6 weeks before

Prevent burnout by distributing tasks clearly.

Suggested roles:

- Project lead
- Logistics coordinator
- Outreach & Marketing lead
- Volunteer coordinator
- Impact Documentation lead

8. Promote the project widely.

Timeline: 2-3 weeks before

Visibility fuels growth and excitement for your service project.

Use multiple channels:

- Social media
- Flyers & posters
- Local news outlets
- School newsletters
- Community Facebook groups

Include:

- Who, what, when, where, why
- Sign-up links
- Invitation for volunteers and partners

Tip: Promote at least three times, using different communication methods.



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9. Gather materials & finalize logistics.

Timeline: 2-3 weeks before → project week

Checklist:

- Gather supplies
- Prepare signage
- Confirm partners
- Print instructions
- Review safety considerations
- Assign someone to manage documentation at the event

Project week

- Pack supply bins
- Send volunteer reminders
- Confirm access to the site
- Confirm weather and backup plans
- Print sign-in sheets & waivers

10. Host the project with purpose.

Timeline: Day of project

During event:

- Welcome volunteers
- State the purpose
- Provide clear instructions
- Monitor safety
- Capture photos, quotes and impact stories
- Track participation

Don't forget:

- Kiwanis banner or signage
- Volunteer sign-in
- A brief closing thank-you



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11. Follow up & celebrate.

Timeline: *Within 3 days after*

Send thank-you notes to:

- Volunteers
- Partners
- Donors

Share the impact on social media, your club website and district officers:

- Photos
- Number of people served
- Volunteer hours
- Quotes from participants
- Before/after examples (if applicable)

12. Evaluate & document for next time.

Timeline: *Within 1-2 weeks after*

ACE TOOL: Use [Evaluate Your Impact](#)

Conduct a simple debrief:

- What worked well?
- What should we change?
- Did we meet our goals?
- Should this become a recurring project?

Document:

- Budgets
- Supply lists
- Partner contacts
- Templates and signage
- Lessons learned



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