



GUIDE TO CLUB SERVICE DIRECTOR

(This guide is to assist Service Directors and serves no purpose unless read by YOU !)

1. YOUR ROLE

As your club's Service Director, you are responsible for ensuring that the Club undertakes adequate service work to the benefit of the community. You are to ensure that all work undertaken is done properly and is of real benefit to all concerned.

Make it your responsibility to ensure that your club is keen to be working in the community. The leadership you give to your club will ensure the success of service projects and ultimately the club's impact on the community.

2. THE SERVICE PORTFOLIO IS IMPORTANT

The activities of a healthy club revolve around service. Service to the community is the basic reason for our existence as an Association. Service activities can and should involve the citizenship portfolio, where one exists within your club. Do not underestimate the importance of fellowship within your club both during and after service work.

3. FORWARD PLANNING



Before taking office as Service Director, draw up a masterplan of activities for the coming year. The following should be considered :-

- a) The needs of your community
- b) Uncompleted work from the previous year
- c) Ongoing commitments to your community
- d) New ideas now and for the future

Some helpful hints to give you a good start :-

- a) TALK to your previous Service Director
- b) TALK to your incoming Club President about their plans
- c) TALK to your District Governor
- d) TALK to your State Service Chairman

Each of the above may have some good ideas for major projects.

Familiarise yourself with your club's obligation towards Apex Australia and State Service Schemes or Projects. Survey your own members on the type of service activities they would like to undertake. Make yourself known to all welfare organisations in your local community - enquire about the needs within your community.

4. PRESENT YOUR PLAN TO THE CLUB

After drawing up your plan for the year, let your Club know of your intentions with a proposal showing possible dates, venues etc. Do not fill your calendar completely, this allows for any urgent work which may require your club's commitment at short notice.

When putting your proposal together, allowances must be made for Club activities, which the other Directors may have planned too.

5. MAKE YOUR YEAR LAST TWELVE MONTHS



Many clubs operate effectively for only six to eight months of the year, mainly as a result of the Christmas break, other holidays and Club elections/changeover of club executives. Some suggestions for overcoming this problem are :-

- a) Start your forward planning as soon as you have been elected to the portfolio, so that you can begin work as soon after you have officially taken over as possible.
- b) In conjunction with your Club President, arrange a method of approval (perhaps on a roster basis) for small jobs to be undertaken before the next meeting if it means avoiding unnecessary delays.
- c) If possible, continue your service roster over Christmas and other holiday periods, perhaps on a scaled-down basis
- d) All service work should be considered - no job should be too large or too small. Consult your club members on suggested projects, and consider enlisting the assistance of a neighbouring club for those larger projects.
- e) Do not limit your club's activities to money making projects only
- f) Undertake projects which can overlap into the following year for continuity to the next Service Director.

6. SUCCESSFUL SERVICE WORK

Not all projects are going to make the local paper's headlines. Successful service work is that which :-

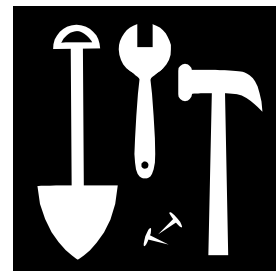
- a) Gives real benefit to the community
- b) Gives real satisfaction to your members
- c) Gives your members an opportunity to develop new skills or use existing ones
- d) Gives your club a chance to show its value to the community
- e) Gives your club a chance to enjoy some fellowship

7. HOW TO MAKE SERVICE SUCCESSFUL

Never make a commitment on behalf of your club without consulting with them first. Try to organise service work which suits most members - you will find that not all jobs suit everybody in your club. Utilise their particular skills accordingly.

When organising service work for your club the following matters should be considered:-

- a) **After making the initial enquiries**, make an estimate of the following:-
 - 1) Number of people required
 - 2) Materials required
 - 3) Equipment required
 - 4) Funds required
 - 5) Time required to complete the work
 - 6) Exact location
 - 7) Contact person
 - 8) Club capacity to do the job



- b) **Get your club's support.** Before seeking your club's support, be sure you have all the facts. Discuss the job with your committee or Club President. **Prepare yourself well !** Lobby the support of members before the meeting and if possible get a list of volunteers before the meeting too.
- c) **Proper Planning.** Proper planning is the key to success. Ensure that you have all aspects of the task ahead covered. If you are personally not an expert in the type of work to be done, enlist the support of a club member who is, or seek advice from someone outside of the club if necessary.
- d) **Supervise the work.** Supervision of work is made easier if all members of the team know what is to be done and specifically what they are expected to do. If you can not be in attendance yourself, appoint another member to take charge and do not forget to let the rest of the club know who they are responsible to regarding the particular job.
- e) **Put your club on show.** Unless the service work is to be done anonymously, such as for a widow or an underprivileged person who may be embarrassed by publicity, you are expected to advertise your club at work. This can be done in several ways :-
- 1) Wear Apex clothing (T-shirts, windcheaters, caps etc)
 - 2) Display a club banner
 - 3) Erect a sign such as "Your Apex Club working for the community"
 - 4) Invite the news media if the project is of special significance to your community, or of an unusual nature



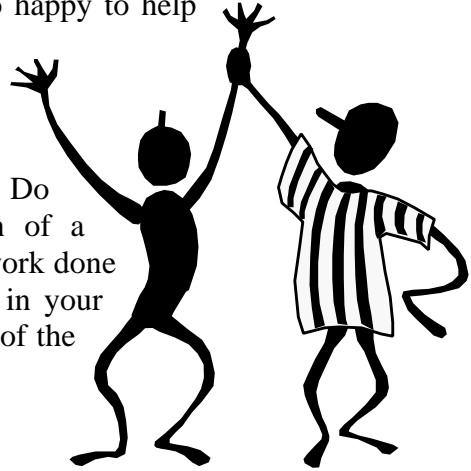
Publicity promotes good public relations, gains public and commercial support, encourages new members and not the least, provides a "lift" to your own members by recognising that they have been part of a worthwhile project.

- f) **Provide for Fellowship.** Fellowship is a very important part of all service work. Consider the following when planning a service project :-
- 1) Avoid having one member work on a service job alone
 - 2) Organise a place to meet after service work
 - 3) Organise refreshments during service work. **Special Note :-** remember your public image if you are performing service work which may include the general public. Do not perform service work with a beer (or champagne) in one hand and a shovel in the other ! People will reflect on your club and Apex in general, based on that sort of behaviour.
 - 4) Consider providing breakfast before a large service job or a family BBQ after it is completed

- 5) Consider your family members when volunteering for service work - more often than not, they would be only too happy to help too !

The club's Social Director can be brought in to organise this side of service work.

- g) **Always acknowledge individual's efforts.** Do this personally or formally after completion of a service job. Make a point of recognising the work done by members at your next meeting as well as in your newsletter. Always emphasise the importance of the individual when a job is well done.



8. HOW TO FIND SERVICE WORK

Talk to your local council - they are usually the best source of information in regards to your communities' needs. Other sources of information could be welfare groups, police, pensioner groups, school councils, youth groups etc.

This could be done individually or at a community meeting convened by your own club. You may also consider advertising your club's service in the local newspapers.

Another way is to conduct a survey of your community. This could be done by a simple questionnaire and can be quite accurate if conducted properly. This same questionnaire could also incorporate questions that cover other club portfolios eg: membership.

The needs of each community are different and constantly changing and it is a matter for the club of determining what those needs are. Clubs which claim that they cannot find service work could be seeking work in a traditional area. All clubs should recognise any changes in the population of their community and act accordingly.

The population of an established District often moves from an older age group where the needs are for assistance to older people, to a younger age group with needs for younger and teenage children. We must be constantly aware of these socio-economic changes and react accordingly.

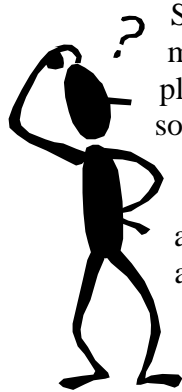
9. SERVICE DIRECTORY, LIBRARY & AWARDS

Apex has been involved in many excellent service schemes and projects over the years and it is imperative that we keep proper records of these for future Apexians to peruse.

The Association has established a service directory and a library of service schemes and projects conducted over the years, at all levels. There is a special section in this library with records of major National Service Schemes and Apex Australia Schemes. Clubs and members are welcome and encouraged to contact National Office should they wish to read these records to assist in preparing schemes they may be considering.

What better satisfaction after the completion of a major service project than to share the idea and to be acknowledged by other Apexians. State and National Service awards are awarded annually to the club whose project is nominated and then chosen as the most imaginative and workable, and of definite community benefit as befits the Apex service ideal. Why not consider putting in a nomination for your club's latest project ?

10. SERVICE FUNDRAISING IDEAS



Service and fundraising must be approached in a professional and energetic manner with proper planning. Fundraising projects could fail through bad planning and poor implementation and the return for the effort put in is sometimes dismal which can have an adverse effect on future projects.

Do not continue, or rely upon traditional methods such as raffles if they are not successful or they are not popular with your club members. There are many ways of raising funds that are very profitable and satisfying to members. Your District Governor should have available a list of fundraising ideas and new ideas will also be published in the Apexian from time to time.

11. CITIZENSHIP AND SERVICE

Citizenship and Service go hand in hand and while all Clubs actively participate in service, they could also undertake specific citizenship projects. Ideas for such projects are :-

- a) Current affairs debates on such things as environmental and local community issues - convened by Apex.
- b) Election candidates meetings arranged, to allow local candidates for federal, state and local government elections to state their points of view.
- c) Establishing local community groups such as pensioners, recreation, youth, progress associations, arts, widow associations, infant health, meals-on-wheels etc
- d) Community facilities such as tourist information centres, parks, playgrounds, community notice boards etc

12. CLUB MEMBERS PARTICIPATION

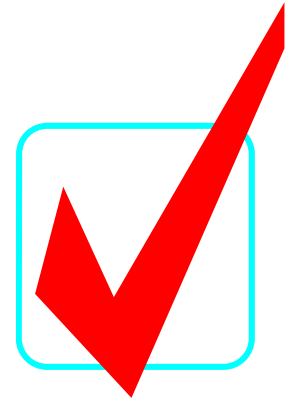
With the support of your Club President, follow up club members who appear to not be pulling their weight in service. This should be done in private, as you will achieve very little by berating members as a group for their lack of work participation. If members cannot do any service work for any legitimate reason, then utilise them in some form, maybe on the organisation side of things. However, before approaching members, remember two things:-

- a) You may be the cause! If you don't organise work that is satisfying or worthwhile, the response will be poor. Also, you may not be selling the projects well enough to make them sound interesting to the members.
- b) Each member's ability to do service work varies from year to year. Some years a member might be able to do a lot of service work, whereas in other years, because of family or work commitments they can do very little. Be sympathetic to this and find out when such members will be in a position to contribute. Remember at all times, encouragement will bring far greater rewards than criticism.

12. CHECKLIST FOR SERVICE WORK

It would be most beneficial to you and your club if you establish a check list when looking at a potential project, mainly so that you can report to the club as to what the requirements are and what equipment will be needed. The following is a guide only :-

- a) Job to be done and who it is to be done for ie: who it is to benefit
- b) Date and start time
- c) Number of people required
- d) Materials
- e) Full address/location of job to be done
- f) Type of work
- g) Completion time/date
- h) Tools required
- i) Estimated cost to the club
- j) External help required
- k) Refreshments arranged by Social director afterwards



13. AND FINALLY.....

As the club Service Director your job also entails keeping the club's record of service hours completed. You need to arrange to have a sign on/off book at each service activity and have all members and any other "helpers" sign the book as they arrive recording their name, date and time. Then at the conclusion of the event they all should sign off.

This book has two important main purposes :-

- 1) Having all of the helpers sign a register such as this will provide verification of attendance etc should an insurance claim need to be made and will certainly simplify the whole insurance claim process
- 2) This same register can then be used to compile the total number of service hours completed by the club and being able to be analysed into hours per project and hours per person will enable a precis of these records to be included in your Club Annual report.