

CLUB PLAYBOOK



For Club Presidents and EPIC Champions
2025-26

“This is the best thing our Club has done in a long time!”

EPIC Club Champion, 2024.

Your EPIC Day can be simple—or it can be transformational. When done well, it becomes a powerful vehicle to advance your Club’s Rotary Action Plan goals. An effective EPIC Day can:

- **Attract new members**
- **Energize and retain current members**
- **Re-engage alumni members**
- **Deliver outsized service impact**
- **Increase year-round service impact**
- **Elevate your Club’s visibility in the community**
- **Raise funds for more service all year**

This playbook is here to help you get the most from your EPIC Day.

Don’t let it overwhelm you! There are ideas from many Clubs here – more than any one Club could use. That’s intentional. Focus on what fits *your* Club, *your* capacity, and *your* goals. Skip what doesn’t. Take notes, and make the EPIC Day your own!

Club Playbook

1-Page Cliff Notes Summary



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1. Identify Champion – start now

We say “start now”, but the timing of each step is fluid. Clubs have been known to hear about the EPIC Day just a month before and still participate. The sooner you start, though, the better you can take advantage of all the EPIC Day offers.

A. Align Club Leadership

Start by ensuring Club leadership is on board. Fortunately, the EPIC story is easy to tell.

A short explanation that resonates:

“What if every Rotary Club in the world... all 45,000... did a local service project... whatever we choose... all on the same day... every year? Imagine how much impact we can have!

Imagine how newsworthy that would be, and how we could use that publicity to invite our communities to serve alongside us!”

Imagine how it would energize our members, and how many of the community volunteers we draw would choose to become members themselves.”

Handouts and attachments are helpful:

The **EPIC Card** below shows that it’s really happening. You’ll find it on the EPIC website’s [Resources](#) page under the “Let’s Be EPIC!” heading.



The **EPIC Flyer** provides more background and is also on the [Resources](#) page.



The benefits are compelling

The EPIC Day supports all four pillars of the Rotary Action Plan:

- **Increase Our Impact...** An “all hands on deck” project that re-engages “underactive” members... welcomes back alumni members... and invites community volunteers to join in a project that’s out of the ordinary.
- **Expand Our Reach...** EPIC Day is newsworthy. That visibility can attract volunteers, partners, and prospective members.
- **Enhance Participant Engagement...** A fun and meaningful experience reminds members why they joined Rotary and inspires community volunteers to join.
- **Increase Our Ability to Adapt...** The EPIC website is a new tool for organizing projects and fundraising (optional). One Club has brought in **\$160,000** over two years.

B. The Champion's Role

The Club Champion is the catalyst, with two core roles.

Role 1 – Organize the Service Project. Someone who is organized, curious, willing to think beyond “what we always do”, and comfortable reaching out to community leaders.

Role 2 – Encourage Members to Participate. Someone who communicates well, builds enthusiasm, and makes service sound meaningful and fun. If your Club decides to encourage members to fundraise, you'll want someone persuasive as well.

Other Roles... Many Clubs also form a team to support:

- Service
- Fundraising
- Public Image
- Membership

Dedicated Playbooks for each Role are available on the [Resources](#) page under the applicable headings.

C. Choose the Right Person

Club Presidents already have enough on their plate. Identify a dependable EPIC Champion and, if helpful, a small EPIC Team.

Avoid asking for a volunteer. It risks the wrong person raising their hand. Instead, ask someone dependable in person if they can help you with something important.

Co-Champions?... Finding a member with strong organizational AND communication skills can be tough. Some Clubs name Co-Champions, which also helps share the load.

Presidential Line... President Elects have a vested interest in the EPIC Day. It occurs six weeks before their term and can energize the Club in preparation. They can hone their leadership skills and get to know their leadership team. If the Club fundraises, they'll have a bigger service budget. Others in the Presidential line – President Elect Nominees and Past Presidents – can also be good options.

Other Club Leaders... Service, Fundraising, Membership, and Public Image leaders may also be good candidates, either as Champion or part of the Team.

D. Announce to Club

Once you have a Champion, announce it at a Club meeting and follow up with a Save the Date email that include the link to the EPIC website. Start building excitement.

Club Announcement Resources... on the [Resources](#) page under “Let’s Be EPIC!”

- **EPIC Flyer**
- **EPIC Card**
- **EPIC 2-Minute Video**
- **EPIC Club Introduction Slides**
- **EPIC Club Introduction Email**

E. Save the Date

Save the date on all your Club calendars, and put a reminder on your Club website and social media.

2. Register Club – now

A. Why Use the EPIC Website?

Visibility... The website makes it easy to put your project on the map where community volunteers can find it and sign up. The global website enables local, regional, and national publicity to promote a single QR code. It won’t be long before The Today Show and others are covering the EPIC Day and steering viewers in your community to volunteer on the website.

Grow Your Service Budget... When members and volunteers sign up for your project, they’re invited to donate to your Club. Your members are also get simple and powerful tools to ask friends and family for support, much like a charity walk. Fundraising is optional, but don’t leave money on the table. See the Fundraising Playbook on the [Resources](#) page under “Fundraising Windfall”.

Be Counted in the Collective Story... The website is how we know what Clubs are participating. It’s how we track results and measure our collective strength and impact. No more *“best kept secret”!*

Manage Your Project Easily... The website allows you to track how you’re doing with ready-to-view reports on volunteer signups and fundraising.

Ready-to-Use Resources... The [Resources](#) page on the website includes dozens of resources to help you make the most of your EPIC Day. They're organized by topic:

Resource Categories

- Let's Be EPIC!
- Service Energizer
- Fundraising Windfall
- Public Image Bonanza
- Membership Magnet
- Merchandise Made Easy
- Videos for All
- EPIC Collateral Library

Check them out to see what's already available and what's coming.

B. Register Club

Don't wait until you've planned your project. Registered Clubs receive important updates, expert tips, and invitations to group calls.

Even if your Club registered last year, this year's Champion should re-register.

Easy Instructions

Visit www.epicdayofservice.org and at upper right click **REGISTER YOUR CLUB**.

Select one of three options:

- **I am a returning Club Champion and I registered my club last year.**
Simply [LOGIN](#) to complete a very short Returning Club Questionnaire. You'll end up on your Club Tools page.

If someone else was Champion last year, they'll need to be the one to register again this year. When they get to the Club Tools page, they can **Add Permission** for you to also access the Club Tools. You'll receive an email with a link to the Club Tools.

If you encounter a problem, [Contact Us](#) and we'll respond within 24 hours.
- **I am a District / Zone Champion looking to register a District / Zone.**
Click to enter brief info on you and your District, then click Request Registration. Within 24 hours you'll receive an email to access your Tools.
- **I am a NEW Club Champion registering my club for the FIRST time.**
Click to enter information on you and your Club and get access to your Club Tools.

3. Plan Project – now

Projects don't HAVE to be on the EPIC Day.

If you can't do it on May 16, do it as close to then as you can. That said, projects on the EPIC Day benefit from the collective energy and publicity around May 16th.

Use the helpful Playbooks on the [Resources](#) page under the applicable headings:

- **EPIC Service Playbook**
- **EPIC Fundraising Playbook**
- **EPIC Public Image Playbook** – coming in January
- **EPIC Membership Playbook** – coming in January

Quick overviews of each Playbook follow.

A. Service Playbook Overview

1. What Makes a Great EPIC Project?

- Criteria – ideas to consider
- Survey Your Members

2. Find Good Options

- Talk with Community Leaders
- Ask the Right Questions
- Other Helpful Sources

3. Select Your Best Option

- Evaluate Options Using Your Criteria
- Get Club Input
- Reveal the Winner!

4. Plan Your Project

- The Basics: Who, What, When, Where
- Make It Fun
- Create Visibility with EPIC Gear
- Other Considerations

5. Enter & Publish Project on Map

6. Have an EPIC Day!

7. Follow Up for Lasting Impact



A heart for service!

B. Fundraising Playbook Overview

Fundraising is optional, but many Clubs find it significantly expands their ability to serve all year.

1. Two Donation Channels on Website

- Donations as Everyone Signs Up
- Donations from Friends & Family
- Club Receives 90% - for Your Service Budget
- Cash or Check Donations
- Fundraising is Optional

2. Turn On Fundraising

- Enter Your Club's Foundation Information
- If Your Club Doesn't Have a Foundation
- Clubs Outside the United States

3. More Fundraising Strategies

- Revenue from Your Project
- Sponsors

4. Turbocharge Fundraising

- Fun Challenge
- Matching Fund
- Sponsors

5. Set Goals and Expectations

- Donations During Signup
- Friends & Family Fundraising

6. Encourage Fundraising

- Kick-Off
- Ongoing Encouragement
- See Your Progress on Website

7. Follow Up for Lasting Impact

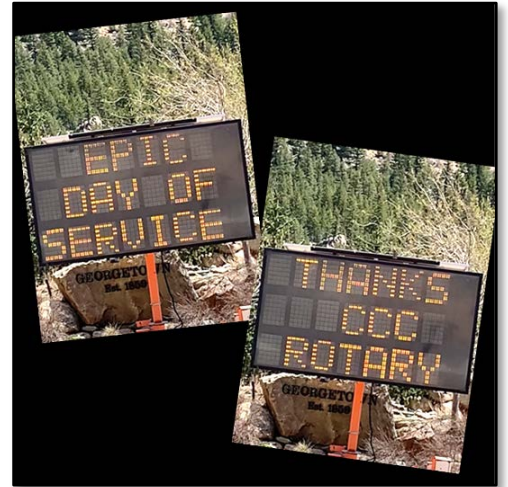


That's one big check!

C. Public Image Playbook Overview

Build your Club's visibility in the community and encourage volunteers to sign.

Coming in January



A public image score!

D. Membership Playbook Overview

Use the EPIC Day to recruit and retain members.

Coming in January



Let's Be... E P I C

4. Enter & Publish Project on Map – by mid-March preferably

It's Easy

First, enter your project information. Don't wait until everything is nailed down. It's helpful to see what information is called for. Enter what you can, save it, and come back to finish.

Second, once the information is entered just the way you want, click Publish. This puts your project on the map where members and community volunteers can find it and sign

up. It's best not to change things after publishing. For instance, if you change shift details, you may need to contact everyone who signed up before the change.

The process is intuitive. On your Club Tools page, click **CREATE PROJECT**. Enter:

- Project Title and Date
- Signup Close Date – in case you need a headcount in advance.
- Start and End Time
- Project Contact Name and Email
- Project Description – make it appealing, including links, photos, even videos.

Click **SAVE AND CONTINUE**, then enter:

- Project Location
 - Location Name
 - Location Address. If necessary, drag the pin where you want. If you don't have an address, enter a nearby cross street and drag the pin.

Click **SAVE LOCATION**, then:

- Add another location if applicable
- Add Project Shift/Roles if desired – Read the instructions. An example: “8:00-11:00 – Paint rooms – Bring work gloves”. For each Shift/Role you can add a maximum # of volunteers and a minimum age.
- Add Partnering Club Name(s) – If your Club is the one entering the Project, select the names of the other Clubs... they need to have already registered on the website. On the Club Tools page, click **+ Add Permission** so the other Champions can access your Club Tools and see the project. If you don't see “+ Add Permission”, click the **REGISTERED CLUB** button at the top of Club Tools.

Click **SAVE AND FINISH**. Then:

- Click **PUBLISH PROJECT** if you're ready to Publish to the map and open signup.
- Click **EDIT PROJECT** if you want to go back and change something.
- Click **RETURN TO PROJECT LIST** to go back to your Club Tools page. The project is saved but not yet published on the map.

To see the project listing any time... on the Club Tools page, click **PROJECT PAGES**. You can Edit the project, Publish it, Unpublish it, and more. To delete a project, click the red Archive icon in the project listing.

Be the first to sign up so you can see it from a volunteer's perspective. If it's not what you want, click **UNPUBLISH**, edit as needed, then Publish again.

5. Encourage Participation – once you're on the map

This is when your EPIC Day comes alive. You're not just organizing—you're cheerleading, inviting, nudging, and celebrating.

A. Set goals

For participation... If you have 25 members, consider a goal of 25 volunteers. If you count spouses, children, friends, alumni members, and community volunteers, it's an achievable stretch.

For fundraising... setting a fundraising goal is covered in the **Fundraising Playbook** on the [Resources](#) page under "Fundraising Windfall".

B. Order EPIC Merchandise

Men's and Women's Tees and Polo Shirts



Caps, and 6' Project Banners



EPIC gear serves three valuable purposes:

- Increase visibility for your project, your Club, the EPIC Day, and Rotary... not just on the EPIC Day, but in photos and videos for your website, social media, and Club marketing year-round. You want photos that clearly show off who you are!
- Build team identity, spirit and camaraderie. We're all in this together!
- Build your public image on projects year-round ... EPIC gear is undated.

EPIC Day vendors are owned by Rotarians who support the EPIC Day with discounted pricing. If you prefer to work with your own local vendor, be sure to comply with the EPIC Brand Guidelines on the [Resources](#) page under "EPIC Collateral Library", and with Rotary requirements on the [Rotary Brand Center](#).

Members can order individually, or Clubs can buy in quantity. All orders are placed directly with the vendors. For details, pricing, and ordering, see the "**Merchandise Made Easy**" heading on the [Resources](#) page.

C. Kick Off Member Signup

Once your project is on the map, you can launch Member Signup. Make it a big deal. You'll find several helpful tools on the [Resources](#) page under "Let's Be EPIC!":

- **EPIC 2-Minute Video**
- **EPIC Club Kick-Off Slides** – coming in January
- **EPIC Club Kick-Off Email** – coming in January
- **EPIC Member Signup Instructions** – coming in January

Member Signup Is Intuitive

If anyone needs help, click-by-click steps are included in the **EPIC Member Signup Instructions** on the [Resources](#) page under "Let's Be EPIC!"

If a member is already Signed Up, they can just Log In and go directly to Step 2.

1. **Sign Up...** at www.epicdayofservice.org click **SIGN UP** and follow the instructions.
2. **Donate...** click on your logged-in Name at the top of any page, and in the dropdown click MY FUNDRAISER. On that Fundraiser Page click DONATE NOW.
3. **Fundraise...** while on your Fundraiser Page, click SEND FRIENDS & FAMILY EMAIL, and for social media, click SHARE CAMPAIGN.

E. Offer Regular and Fun Encouragement

Essential to success! Rotarians are notorious for procrastinating. Don't be concerned if the response is slow to develop. Update the Club on progress towards the goals. Avoid showing how much individuals have donated, but if you set up a Fundraising Challenge (see Fundraising Playbook), which team is leading? Which member has raised the most? Change it up with different speakers and emails using varied messaging:

- We all joined Rotary because we want to give back... this is a great way to do it!
- If you have extroverted or funny members, ask them to help. One member in a ringmaster's outfit invited everyone to the Big Show!
- If a member is talented at appealing to emotion, ask them to talk about club projects that have tugged at people's hearts.
- Address any discomfort about sending out friends & family emails (see Fundraising Playbook).
- Announce the Matching Fund if you set one up (also covered in Fundraising Playbook).



Greatest Show on Earth!

Use multiple touchpoints

- Brief announcements at meetings – answer questions
- Short, friendly emails with a call to action
- Social media reminders
- Personal invitations (the most effective, especially with underactive members). Many non-Rotarians participate because someone personally invited them.
- Ask everyone to bring at least one guest – spouse, child, friend, or past member

Remind members that a big turnout means a big impact. This is our moment to show the community who we are and what we can do!

F. See Your Progress on Website

The Club Tools page shows who has signed up, and how much they've donated and raised. It's easy to track your Club's progress and see who might need nudging.

6. Have an EPIC Day – Saturday, May 16th

A. Make it Fun and Welcoming

Use signs to help people find their way. A sign on the nearest street corner will also help build visibility for your EPIC Day and Rotary.

Set a friendly tone:

- Greet everyone with enthusiasm
- Have a check-in table with name tags
- Hang an EPIC or Rotary Banner from the front of the table
- Collect contact information from unregistered volunteers
- Consider a donation bucket on the table
- Have drinks and snacks available as people wait to get started
- Ask the Club President to give a brief welcome to the assembled group
- Take a group photo at the start while energy is high

First impressions matter.

B. Capture the Right Photos and Videos

Assign a dedicated Photo Lead so this does not get overlooked.

- Photograph and video volunteers in action, having fun, in EPIC or Rotary gear
- Group shots are good to take, but they seldom convey the energy and impact
- Capture before-and-after shots
- Record short, unscripted volunteer or partner interviews
- See **EPIC Photo and Video Tips** on the [Resources](#) page under the “Public Image Bonanza” heading

Great images tell your story far beyond the day itself.

7. Follow Up for Lasting Impact – ongoing

A. Enter Final Numbers on the Website

Within a week of the EPIC Day, fill in your best estimate on your Club Tools page:

- Volunteers – Rotarians and community members
- Volunteer hours
- People benefited by your project

This ensures your Club is recognized and included in the global impact report.

B. Upload Photos and Videos

You'll receive instructions before and after the EPIC Day. Within a week, upload your **Top 5 ONLY**. With 1,000+ Clubs this year, that will give us “just” 5,000 good shots to comb through. We'll recognize the best ones by using them on the website and in promoting our collective impact.

C. Celebrate Success

Within a week or two:

- Thank volunteers via email and social media
- Share results (hours served, people helped, outcomes, photos)
- Celebrate standout contributions – maybe a trophy for Top Fundraiser?

D. Welcome and Engage New Members

- See the Membership Playbook on the website's [Resources](#) page for ideas on how to welcome your community volunteers into your Club.

Final Thought

Your EPIC Day doesn't need to be perfect. Do what you can... use the Playbooks for ideas... ask for help... and have fun. That's what makes it EPIC!

