



Rudi-Mentals

Club Service

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Submitted by
Rtr. Ahmadh Booso (President)
from the
Rotaract Club of Colombo Fort
Sponsored By
Rotary Club of Colombo Fort
Held on
October 19th, 2024
at the
IIT Building 2 (Java Building)

Secondary Avenues

- Membership Development and Retention

Description

Rudi - Mentals is a joint initiative between the Rotaract Clubs of Colombo Fort, IIT and the Interact Club of St. Lawrence's Convent. The project aims to foster a deeper understanding of the principles, objectives, and operations of both Rotaract and Interact, strengthening the bond between these two integral branches of Rotary International. By bringing together members of both clubs, the project provided an engaging and informative environment for them to enhance their leadership, community service skills, and ability to collaborate on future initiatives.

Objectives

- **To educate** members of the Interact and Rotaract clubs about the history, mission, and activities of both organizations.
- **To enhance** the leadership skills and community service commitment of members.
- **To promote** fellowship and networking opportunities among members of the two clubs
- **To encourage** collaborative community service projects between Rotaract and Interact clubs, laying the groundwork for future joint initiatives.

Goals

SDG Goals

- 4 - Quality Education
 - 4.7 Education for sustainable development and global citizenship.
- 17 - Partnerships to achieve the Goal
 - 17.17 Encourage effective partnerships.

Rotary Area of Focus

- Basic Education and Literacy

Other focus Areas

- Leadership Development Fellowship Building

Project Chair

Name	Volunteer Hours
Buwanajee Coralage	60 Hours (Appox.)

Project Committee

Name	Volunteer Hours	Committee Role
Ahmadh Booso	52 Hours (Appox.)	Project Secretary
Theshani Weligamage	48 Hours (Appox.)	Project Coordinator
Total Hours		160 Hours

Club Participation

Club Name	Count
Rotaract Club of Colombo Fort	10
Rotaract Club of Colombo North	5
Rotaract Club of Informatics Institute of Technology	10
Rotaract Club of ICBT	5

Other Organization Participation

Organization Name	Organization Type	Count
Interact Club of St. Lawrence's Convent	interact	05
Interact Club of DS Senanayake College	interact	02
Interact Club of Isipathana College	interact	02
Interact Club of Logos College	interact	03
Interact Club of Burhani Serendib School	interact	03
Interact Club of Zahira College	interact	20

District Steering Committee Participation

Name	Designation
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Budget

Income

Description		Amount
Total Income		0 LKR

Expenses

Description		Amount
Total Expense		0 LKR
Total		0 LKR

Project Planning

Initial Meetings: Collaborative discussions between the project committee of Rotaract Clubs of Colombo Fort, IIT and representatives from the Interact Club of St. Lawrence's Convent.

Objective Setting: Defined key objectives for the project, including educational goals, leadership development, and fellowship promotion.

Timeline Management: Established a project timeline, including key milestones leading up to the event.

Venue Selection: Secured the IIT School of Computing (2nd building) as the event venue.

Event Scheduling: Set the event date for **October 12, 2024**, starting at **2 PM**.

Club Outreach: Reached out to participating clubs (Rotaract and Interact) to ensure their involvement and attendance.

Content Design: Developed interactive content for the event, including presentations, discussions, and activities.

Logistics Coordination: Arranged for all logistical needs, including materials, refreshments, and venue setup.

Activity Flow: Ensured smooth sequencing of activities for maximum engagement and participant interaction.

Public Relations Plan

Objective: Create awareness and promote the event across participating clubs, local media, and social media platforms.

Social Media Campaigns:

- **Instagram:** 6 posts to promote event details, countdown, and encourage participation.
- **Facebook:** 4 posts, including event invitations, updates, and engaging content to drive attendance.
- **LinkedIn:** 4 posts focusing on the professional development aspects and collaboration between Rotaract and Interact clubs.
- **WhatsApp:** 6 posts to promote event details, countdown, and encourage participation.

Email Invites:

- Sent out to Rotaract and Interact members with event details, reminders, and a call to action to attend.

WhatsApp Campaign:

- Shared event details and reminders through **WhatsApp groups** for immediate and direct

communication with members.

Outcome:

- The PR campaign successfully generated buzz and excitement, leading to high attendance and engagement during the event.

PR links

<https://www.instagram.com/p/DAvsfwzTA7p/?igsh=eXZncjd0aDdqMWRs>

<https://www.instagram.com/p/DAvyiiBKV7A/?igsh=dnJxcHJIYXhINGdo>

<https://www.instagram.com/p/DAXVGE4zrR2/?igsh=MXN1bTB6YmRrY2o4Mg==>

<https://www.facebook.com/share/p/1DzgVFwxst/?mibextid=WaXdOe>

<https://www.facebook.com/share/p/1XbHeKwk4d/?mibextid=WaXdOe>

<https://www.facebook.com/share/p/1CojghHawj/?mibextid=WaXdOe>

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_rudimentals-rotaract3220-interact3220-activity-7248564770855927808-9leD?utm_source=share&utm_medium=member_ios

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_rudimentals-rotaract3220-interact3220-activity-7248289479138914304-C9iA?utm_source=share&utm_medium=member_ios

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_rudimentals-connectinglives-clubservice-activity-7247964270825521155-_Lef?utm_source=share&utm_medium=member_ios

Beneficiaries

- Members of the Rotaract and Interact Clubs: Direct beneficiaries who gained increased knowledge about the operations, history, and mission of both clubs.
- Future Community Service Projects: Indirect beneficiaries will benefit from the collaborative service initiatives between Rotaract and Interact clubs.
- Youth Leadership: The event empowered young leaders to continue their work in community service, peacebuilding, and leadership development.

Partners

- Interact Club of St. Lawrence's Convent
- Rotaract Club of IIT
- ATA Media – Photography partner

Outcomes

- **Short-Term Impact:**
 - Enhanced knowledge and understanding of Rotaract and Interact values among members.
 - Strengthened relationships and fellowship among youth leaders of both clubs.
 - Increased collaboration opportunities for future community service projects.
 - **Long-Term Impact:**
 - The project laid the foundation for ongoing joint initiatives and community service efforts.
 - It contributed to the creation of a sustainable network of young leaders dedicated to positive social change.
- Future leaders of Rotaract and Interact will continue to work together, increasing the impact of their collaborative service projects.

Areas of Improvements

While the campaign was a success, there are areas for improvement:

- **Timing and Venue Selection:** More attention could be given to selecting a venue with a larger capacity to accommodate more participants, as the event was well-received, and additional attendees could have benefited from the session.
- **Event Interactivity:** Incorporating more interactive activities and workshops might have increased engagement and participation.
- **Promotion Strategy**
: A more targeted approach towards encouraging non-active members to attend could improve overall attendance.

Gallery



