



Asset-Building Ideas for Service Clubs and Fraternal Organizations

With a commitment to community service and often a focus on children and youth, service clubs and fraternal organizations have a lot to offer in the way of asset building. They can use their leadership and their access to many different sectors to greatly influence the attitudes and actions of people within the community. Here are some asset-building ideas:

- ◆ **Invite speakers to talk about asset-building topics on a regular basis.** Consider opening some of these events to the public.
- ◆ **Use your access to many sectors in the community to promote, inform, and support asset-building efforts.** Work to create new asset-building ventures that are creative and make a difference for children and youth in your community. For example, in Hudson, Wisconsin, the Rotary Clubs spearheaded the creation of a youth-designed, youth-governed park to give kids recreational activities in an asset-building environment. The result was a 22,500-square-foot outdoor park.
- ◆ **Invite leaders** in schools, youth-serving organizations, and children's organizations to be part of your organization.
- ◆ **Sponsor intergenerational community events,** such as community-wide picnics and ice cream socials. Or have a community kite-fly; you could give away kites to kids and have kite-flying demonstrations, displays, and classes.
- ◆ **Encourage members to find ways to build assets** through their own professional affiliations and in their personal lives.
- ◆ **Support asset-building initiatives** and programs through benevolence funding.
- ◆ **Create an asset-building library** for the community.
- ◆ **Invite youth speakers to come and talk** about what it's like to be a young person in your community.
- ◆ **If you have an international focus and international connections, use them** as an opportunity to build cross-cultural connections and relationships and to explore multiculturalism.
- ◆ **Encourage members to be mentors or to do volunteer activities** through schools or youth-serving organizations.
- ◆ **Consider supporting an asset-building venture in your community** through service, leadership, or financial resources. In some communities, service clubs and fraternal organizations have been the main initiators and supporters of local asset-building efforts.
- ◆ **Recognize and publicize outstanding asset builders in the community.** Consider giving a monthly or annual award.