

Success Strategies

The impact of Rotarians' generosity is everywhere. When you talk with a Group Study Exchange team member, an Ambassadorial Scholar or visit the site of a Matching Grant, you realize that *our* Rotary Foundation is truly creating peace and hope in our world.

Many Rotary clubs regularly contribute to The Rotary Foundation as a part of their club's annual goals. Clubs that consistently give to The Rotary Foundation have two things in common: 1) their members are more aware and involved in the good works of The Rotary Foundation and 2) their club leaders have a clear and defined strategy to conduct fundraisers and/or solicit funds from every club member.

The following are specific strategies to raise money. They're fun, easy to implement, and have proven success among many Rotary clubs and districts.

Divide and Conquer!

Divide the club into groups of five members. Each member agrees to give US\$200.00 to The Rotary Foundation for a total of \$1,000.00. The group puts each member's name in a hat and the one name pulled from the hat receives the credit for the Paul Harris Fellow. By doing this once a year or more you can combine fellowship and fundraising.

Give Change to create Change:

Each week a member of the club is asked to make a two minute presentation to the club on how The Rotary Foundation is making a change in the lives of those less fortunate in our world. Placed on each table is a TRF contribution canister with the words "Change for Change" boldly displayed. As the speaker shares the virtues of TRF, club members place loose coins and paper money in the canisters as "applause" for the speaker, and as a show of support for the Foundation's great humanitarian works. The funds collected can be used as the club contribution to The Rotary Foundation or as matching funds for newer members.

Challenge Others with a Challenge Gift:

Identify one or two generous Rotarians with the capacity to make a major gift to the Annual Programs Fund. With their permission, use their accumulated Foundation Recognition Points to match contributions from other Rotarians. The first contribution is commonly the most difficult one to get. This incentive can help to create a habit, or 'culture of giving' among ALL Rotarians!

Supplement your quarterly dues with a TRF Contribution:

Want to keep it really easy and simple? Include an option on the quarterly dues statement for personal contributions to TRF. The most successful clubs include varying amounts (\$25, \$50, \$100, \$250 per quarter). Make sure to regularly mention current district projects so members are reassured their contributions are well spent. When new members join the club, they're started off in the same way, assuring 100% participation by all members.

Give "***Every Rotarian, Every Year***" the opportunity to support *our* Rotary Foundation. For more information on devising a strategy for your club, please contact The Rotary Foundation at 847-866-3352 or e-mail: EveryRotarianEveryYear@rotaryintl.org.