

EVERY ROTARIAN EVERY YEAR

Strategies for Raising Funds for The Rotary Foundation:

EDUCATING YOUR MEMBERSHIP –The Key to Training Contributors!

How it all works, why it all works, reasons for giving-how your club/district can benefit from giving. Answering challenges to giving (PHF status, church giving, club foundation giving, grants only go abroad, too much administrative cost, training costs). 26% of the world's Rotarians contribute to TRF. If you educate them about TRF they WILL GIVE!

GOAL SETTING:

The importance of “aiming high.”

Club goal setting: failing to set a goal causes 31.8% of clubs to contribute NOTHING! Only 8% of clubs who set a goal contribute nothing! With goal: 103% higher contributions (\$110.00 pc). Without goal: only \$54.00 pc.

STRATEGIES FOR STIMULATING CONTRIBUTIONS AT CLUB LEVEL:

Organize an Ongoing District/Club Program:

- a) Request a written club pledge (commitment) on a pre-printed form and create payment plans that make it easy to contribute. (Monthly, quarterly, semi-annually)
- b) Encourage multiple club fund raisers and split all proceeds amongst the club member's directly into TRF contributions in their names.
- c) Use the District Annual TRF event to have a TRF fundraiser as a way for every club to benefit from their contribution.
- d) **Stress the importance of the fact that no contribution is too small or too large!**
- e) Explain to those with less disposable income how important their contributions of \$25.00, \$50.00, etc., is by telling them what it can buy and how it will be used. **EVERYONE CAN AFFORD TO GIVE SOMETHING!**
- f) Present inspiring TRF speakers/programs on a regular basis.
- g) **Continue educating clubs all about TRF. REPEAT, REPEAT and REPEAT AGAIN!**
- h) Make short, regular updates about the fight against polio at your meetings.
- i) Make being a **100% EVERY a district and club goal** and remind members of this goal often.
- j) Hold special evening events to honor PHFs, PHS members and major donors, Beq.Soc, etc.
- k) Send out regular TRF solicitations in the newsletter, etc., to keep TRF alive in the club/district.
- l) Lead by example and make your contribution early in the year publicly.

- m) **Do not be afraid to “double dip.” There are those who will do it for you!**
- n) Privately tell non-contributors that they are the **only ones** keeping the club from achieving 100% EREY status.
- o) Honor all current contributors at a special meeting of the club.
- p) Create an award certificate for “Years of Continuous Contributions to TRF” for presentation at club meetings.
- q) Start a **“just a little bit more” club** for those who give a second contribution towards the end of the year in addition to their original contribution earlier on. Certificate award them
- r) Turn in contact info on all members that appear to be able to become MD, Beq Soc, etc. to the DRFC or RRFC
- s) Create a **club climate** that makes it clear that TRF is the **“Charity of Choice”** in this club!
- t) Make absolutely sure that the club Foundation Chair is clearly pro-Foundation- selection is critical! **How Pro-Foundation are YOU?**
- u) Have an annual program on how your Will can create a giving legacy to thousands of people by allocating to TRF.
- v) Encourage club members to make their family members PHFs.

Need a speaker? Need some ideas, advice, a willing ear? Contact your TRF Zone 26 team for all of those services and more. Your team is ready and waiting to assist you!

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Learn Something. Every Year!