

FUNDRAISING IDEAS

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Typical Annual Club Fundraisers

- Every Rotarian, Every Year individual giving (based on minimum US\$100 annual contribution) through TRF DIRECT Donations of electronic fund transfers, voluntary quarterly contribution on club dues statements, individual contributions given directly to The Rotary Foundation.
- Per Capita Club Goal fundraising (club fundraisers toward club per capita with the intent of awarding one or more Paul Harris Fellows).
- Giving Circles: Five to ten members of the club contribute an annual amount to equal to one Paul Harris Fellow giving level and one of the contributors is chosen by luck of a draw to be named a Paul Harris Fellow or Multiple Paul Harris Fellow.

Typical Weekly Club Fundraisers

- Levied Fines for arriving late to the meeting; leaving the meeting early; not wearing Rotary membership pin, club name badge, or Paul Harris Fellow pin as applicable; not coming prepared for meeting assignment.
- “Happy and Sad Dollars” where members report on personal issues that have had a positive or negative impact on their lives during the previous week. This is referred to in many club by other names such as “Orchids and Onions” or “Boasts and Roasts.”
- Trivia Contest where a member selects a topic of interest and poses questions to members. Incorrect responses are levied a financial penalty as set by the club.
- 50/50 Raffle where members purchase a raffle ticket with one-half the proceeds going to the winner (according to the rules as set by the club) and the remaining one-half of the proceeds donated to The Rotary Foundation (or other charitable endeavors of the club).
- Website Sponsorships where typically Rotarian-owned companies will contribute part of the cost to maintain the club’s website.
- “No Benefit” Benefit Event where Rotarians donate the cost of attending a club meeting or special event to TRF instead of actually hosting the event, i.e., club meeting = \$15 (no meal and fines) paid by every member in lieu of eating at the meeting.

Typical District Fundraisers

- Challenge Gift/Foundation Recognition Point Match in which the District will match new Rotarian contributions to the Annual Programs Fund with Foundation Recognition Points enabling Rotarians to become or name another person as a Paul Harris Fellow.
- 50/50 Raffle where Rotarians purchase a raffle ticket with one-half the proceeds going to the winner and the remaining one-half of the proceeds donated to The Rotary Foundation.

Special Club and District Fundraising Events

- Most club and district fundraising events will achieve additional charitable revenues outside of ticket purchases for event sponsorships; program book advertisements; gifts-in-kind that can be used for silent and live auctions, raffles; food venues. A sampling of special events might include:
 - Antique and Classic Car Shows
 - Airplane Shows
 - Auctions – Silent/Live/eBay
 - Bingo Night
 - Calendar creations
 - Casino/Poker Nights
 - Community Festivals (sponsorships/concession stands/special booth)
 - Cookbook Sales
 - Cruises and other travel packages
 - Day at the Amusement Park
 - Dessert Socials
 - Dinner Dance Gala Events
 - Direct Mail solicitation to club members
 - District Governor Challenges (raising money to shave off beard, etc.)
 - Duck Race Derby (Golf Ball Drop)
 - *Entertainment Books* (coupon book fundraiser-North America)
 - Food Cook-off Contests (Chili, steak, spaghetti, corn roasts, etc.)
 - Food Tasting Events (chocolate desserts, appetizers, etc.)
 - Gardening Sales (flowers and vegetable plant sales)
 - Garage Sale (White Elephant sales/auctions/yard sales/flea markets)
 - Golf Tournaments/Outings
 - “Green” Recycling Programs (aluminum cans, bottles, computers, ink cartridges, cell phones)
 - Ice Cream Socials
 - Market Day (monthly grocery special purchases)
 - Movie Premieres (portion of ticket sales/food purchases)
 - Mystery Dinner/Tours
 - Pancake Breakfasts (or other special meal events)
 - Picnics/Carnivals
 - Pizza Night
 - Progressive Dinners
 - Pub Crawls
 - Raffles (cars, monetary prizes)
 - Run/Walks at various distances (10K marathons, 5K walk-a-thons)
 - Sporting Event Outings (baseball/football/basketball/hockey game, horseracing, polo matches)
 - Seasonal Saleable items (candy, nuts, cookies, fruit, pumpkins, Christmas trees and wreaths, poinsettia plants, hams and turkeys)
 - Spaghetti Dinners

Special Club and District Fundraising Events (Continued)

- Sporting Events (proceeds from ticket sales of professional sports events)
- Table Tennis Tournaments
- Tours (House, Museums, Historical Societies, other special venues)
- Used Book Sales
- Wine and Cheese Festivals/Tastings
- Wine Train (progressive wine tastings at various train stops)

Atypical Fundraisers

- Rotary Affinity Master Card (\$25 to Rotary Club/Royalties to TRF)
- Rotary Club of Naperville, IL Annual Million Dollar Charity House Raffle
- Rotary Club of Oswego, IL Annual "Chukkers for Charity" Polo Match Event
- Individuals designate Wedding Gifts/Tribute Gifts to TRF
- Million Dollar Dinners (prospective major donor events)

GIVING IN A DOWN ECONOMY: NEXT STEPS

- 1) Focus on immediate needs –
 - a. Annual Giving – EREY: participate at any level, give something - not nothing
 - b. Rotary's US\$200 Million Challenge – DDF for 2012; hold community fundraising events to create awareness; awareness increases membership pool

- 2) Encourage Rotarians to GIVE MORE strategically
 - a. TRF branding – makes a big impact
 - b. Importance of SHARE – Rotarians are a part of it
 - c. Support TRF as Charity of Choice
 - d. Work with Zone teams/Club & Districts to show TRF leverage via MG reports
 - e. Tell the story to everyone – every district, club, Rotarian has one

- 3) Give different kinds of assets
 - a. Every gift is not about cash and securities
 - b. Consider life insurance – do you really need it or can you gift it?
 - c. Downsizing? Gift valuables rather than sell stamp/art collections, real estate...

- 4) Take advantage of IRA rollovers – CGA rates, etc.
 - a. Communications are important, Rotarians unaware of income streams for charitable gifts
 - b. LIAs – attractive tax benefits that generate income

- 5) Turn holiday and/or milestone gifts into TRF contributions
 - a. Honoraria – for speaking engagements
 - b. Holiday Gifts, Birthday, Wedding Gifts to TRF

- 6) Take the LONG view
 - a. Distribute contributions over time – TRF DIRECT (APF & PP)
 - b. Make a three year pledge commitment

- 7) No Cash Flow? -- Leave a Legacy
 - a. Become a benefactor/Bequest Society member, keeps Rotarians involved

- 8) Assessing Donor Motivations
 - a. Appeal to Rotarians to give now as the need is greatest -- give something.
 - b. DSG allocations – use for community support, ask Rotarians to contribute to APF to generate more DSGs in the future.

- 9) Think about giving your time and talent – then treasure
 - a. Rotarians can give time to hosting a fundraiser to benefit TRF, then give their treasure when economy picks up. Continue to be involved, EREY is about participation.

- 10) Remind Rotarians that staff are there to help
 - a. Services offered by TRF
 - b. Making PPT presentations available to clubs, districts, etc.
 - c. Communicate re new resources, publications, handouts, changes, reports, etc.