



Rotary Opens Opportunities

FUNDRAISING PRESENTATION 2020 MID ATLANTIC PETS

“Fundraising is more than asking for money; it’s providing others with special opportunities to create lasting change across the globe, in their communities and in themselves.”

PDG UNA MARTONE

1. It’s easier to ask for donations and in-kind goods & services when it is in support of doing good in your community and **DOING GOOD IN THE WORLD**. If you don’t ask; you don’t get.
2. **EVERYONE** is a potential donor. Look beyond your club members. Treasure Map.
3. Follow all state and federal laws regarding fundraising.
4. Most donors are expecting a tax deduction associated with their donation, sponsorship and event ticket purchase (the portion that is tax deductible). If the club does not have an associated 501c3, it should consider working with an event partner or fiscal agent that **DOES** have a 501c3 designation.

THE SEVEN Cs OF FUNDRAISING

1. **CASE FOR SUPPORT**

WHY are you raising money? What need or problem will the funds address/solve. Use a tagline or short paragraph to convey the need and how the funds will be used.

2. **CREATIVE EVENT/CAMPAIGN**

The event/campaign should be unique and appealing to your club members AND non Rotarians. In addition to **EVENT** fundraising which relies heavily on sponsorships and ticket sales, fundraising activities could include one-on-one solicitations with community members, direct mail appeals, applying for foundation or government grants, items for sale, etc. Competitions between well known club members or community leaders, contents, cook-offs are very popular.

3. **CHAMPION/CLUB COMMITMENT**

The event or campaign needs to have one person as the **CHAMPION** and the **CHAMPION** will then elicit the buy-in from club members, form a committee, etc.

4. **CAREFUL PLANNING AND CHEERLEADING**

This includes **BRANDING ROTARY**, creating a budget, timeline, job assignments, materials, promotions, tickets if needed, etc.

5. **CHEERFUL EXECUTION**

Cheerful is the key word! Make sure that the event is flawless in the details and that everyone is having a good time ~ including those who are “working” it.

6. **CONSIDERATIONS FOR THE FUTURE**

Gather feedback, analyze monetary and other key results, adapt as needed, plan for the next time.

7. **CELEBRATIONS AND STEWARDSHIP**

Special thanks, recognitions, and sharing the success go a **LONG** way in securing the volunteers and donors for the next time. Share your good results and let your donors know that their support made a difference!

**12 MONTH
PLANNING TIMELINE
THE SEVEN Cs OF FUNDRAISING**

1 month CASE FOR SUPPORT (WHY)

At least one month to fully conduct a needs assessment and succinctly describe the need.

1 month CREATIVE EVENT/CAMPAIGN (WHAT)

At least one month to research events that already exist, vet out new event/campaign ideas, and form a decision.

1 month CHAMPION/CLUB COMMITMENT (HOW)

It is critical to have the right person for the job and to gain enough buy-in from club leaders to make this happen. Don't short change yourself in finding the right person in trying to save time. Take the time.

6-8 months CAREFUL PLANNING AND CHEERLEADING (HOW)

6-8 months needed. Depending on the complexity of the event, and whether it is a NEW event or adaptation of an existing event, this will be the bulk of the time.

1 month CHEERFUL EXECUTION (HOW)

1 Day to 1 Month ~ again, this depends on the type of event or campaign. If this is a Million Dollar Journey, grant writing campaign or major donor campaign, it might take ALL YEAR to implement a calendar of meetings, solicitations, and events.

1 month CONSIDERATIONS FOR THE FUTURE (HOW)

Evaluations can be done formally or through informal means; it might take some time for budget numbers to be finalized, etc. Be sure to measure ALL considerations including publicity, new members, etc.

1 month CELEBRATIONS AND STEWARDSHIP (HOW)

The thank you process should be thorough and based on actual results of the event/campaign. You can never say thank you too early, too late, or too often!

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