Fundraising Workshop

Elective Class: Thursday, March 16, 2017   2:00-3:30pm

This interactive session is facilitated by District 7710 PDG Matthew Kane. mattkane@nc.rr.com

Today's Workshop Goal:

- Identify 5 Fundraising Ideas to present to your club
- Learn the names of 5 contacts in this room who can help you fundraise
- Discover 5 Tips for Fundraising Success through Selling, Promotion, or working with Volunteers

Agenda:

1. Why fundraising is important

2. 10 Steps to Running an Effective Fundraiser

3. Break into Discussion Groups. Explore 3 questions:
   What has been our club's best fundraiser?
   What has been our club's worst fundraiser?
   What fundraiser is your club now considering?

4. In large group, review Best Ideas from Discussion Groups

5. Break into Discussion Groups. Explore 3 questions:
   What selling techniques has your club had success with?
   What promotional techniques has your club had success with?
   How has your club organized volunteers successfully?

6. In Large Group, review Best Ideas from Discussion Groups

7. Summary. Questions & Answers

8. Workshop Evaluation Sheet

TEN STEPS to Running an Effective Fundraiser

The following steps outline the typical process for creating a fundraising plan, including questions for consideration:

1. Determine fundraising needs
    What's the purpose of the possible fundraising activity?
    What is a realistic fundraising goal?
    What type of event will meet the club's funding needs?

2. Brainstorm ideas / Resources
    Facebook's Rotary Fundraising Ideas Page
    www.facebook.com/RotaryFundraisingIdeas
    Examples:
    - Fly the Flag fundraise-pay $50/yr and Rotarians will setup flag for four summer holidays
    - Garden Party – held at a local nursery
    - In-door Putt Putt Golf tournament. Setup in a large retail store, each hole has separate sponsor and decorated with enthusiasm

    Rotary Showcase
    www.Rotary.org/showcase   Search keyword: Fundraiser
    Drinks for Do-Gooders
    Butterfly Storybook. Publish stories written by young kids
    Purple Pinkie Project

3. Establish a budget
    What funding is available in the club budget?
    What expenses are required to conduct the fundraiser?
    What are the anticipated revenues?

4. Determine the logistics of the fundraiser
    When and where will we hold the event?
    Do we need to make any reservations or arrangements beforehand?
    What's our timetable for each step involved?
    Are we in compliance with local and national laws?

TEN STEPS to Running an Effective Fundraiser

5. Organize volunteers
How many people will we need to plan and carry out the fundraiser?
What roles and tasks will volunteers have?
How will we involve community members?
How will we involve friends, family, and business associates?
Do we have any donated goods or services?

6. Publicize the event
What promotional strategies will we use? Will you build a website or a Facebook page?
What's the most effective way to publicize the event?
Who are the target audiences in both the club and in the community?
How can we promote the event to local media?

7. Implement the fundraiser
Who will monitor the activity (both successes and failures) while it is being carried out?

8. Manage funds in a businesslike manner.
What procedure will we use to track use of funds, both for contributions and expenditures?
How will we be transparent and report the disposition of funds raised?

9. Recognize volunteers and contributors for their roles.

10. Review and evaluate the effort with the fundraising organizing committee, club president, and other club leaders.

✓ To ensure continuity for future fundraising efforts, be sure to turn over lists of vendors, electronic files, budgets and volunteers.

✓ What lessons were learned that can be applied to future fundraisers?

✓ Which ideas and experiences could we share with other clubs and Rotary International?