



# The Paddlewheel

## Moorhead Rotary Club

Volume 100—Number 16

May 5, 2020

### New Members 2019-2020

Zach Heuring  
Josh Jaster  
Megan Wiesneski  
Dylan Connell

### Moorhead Rotary Club 970 District 5580

President Steve Schaefer  
President-Elect Jerry Rogers  
President Nominee 2021-2022 Gina Monson  
Treasurer Emily Gess  
Secretary Teresa Joppa  
Past President John Andreasen

Directors (2020) Ernie Simmons,  
Pat Gulbranson and Greg Johnson  
Directors (2021) Kevin Heazlett  
and Tracey Moorhead  
Directors (2022) Tammy Finney  
and Steve Astrup  
RYLA Coordinator Randy Farwell  
Polio Plus Coordinator Cindy Nolte  
Sergeant at Arms Team  
Dave Sederquist, Eric Johnson  
& Jean Hannig  
Pianist Sharon Fangsrud  
Song Leaders Bill Schwandt,  
Bob Hanna  
Photographer Russ Hanson  
Paddlewheel Editor  
Nancy Edmonds Hanson

### Other F-M Rotary Meetings

Monday: FM/PM Rotary  
5:30 p.m., Lucky 13 Pub  
Monday: Fargo West Rotary  
Noon, Holiday Inn  
Wednesday: Fargo Rotary  
Noon, Radisson  
Thursday: FM/AM Rotary  
7 a.m., Ramada Plaza



### Coming up Tuesday ... via Zoom

It's Cinco de Mayo!  
Celebrate with your Rotary friends via Zoom. Bring your favorite Mexican snacks and wear your sombrero or serape to mark the day. The meeting begins at noon this week.



### Fund-raiser Patrick Kirby shares tips for building support for good causes

President Steve Schaefer welcomed 21 members to the virtual world of Zoom, including visiting Rotarian Greg Carlson of Bismarck. Greg is president-elect of the Far West Rotary Club.

Steve reviewed two billing options for meetings during the time we've been getting together digitally. Members can choose the regular option including meals; the excess will be donated to an area nonprofit. Members may also choose to be billed only for their Rotary dues and regular Paul Harris Foundation contributions.

Jerry Rogers announced that District 5580 is granting each club \$1,000 for disaster relief. The group will choose its recipient in coming weeks. Steve noted that members will be surveyed for the service projects they prefer.



He also reported the board has reviewed proposed changes to the by-laws. A final draft will be emailed to members.

He also asked for a volunteer to serve as the next program coordinator.

### Sarge Jerry tells quarantine tales

Sergeant at Arms Jerry Rogers chose a topic appropriate for the 40th day of lockdown — the history of quarantine. Originally sailors with infectious disease had to be kept onboard ship for 40 days to insure they would no longer be contagious.

Happy dollars were collected in honor of what made members feel better. Violet Deilke's donation celebrated her happiness at being free of Covid-19. Kay was glad for customers picking up their orders at curbside. Frida Lehtonen and Steve both felt good about driveway workouts. Jean Hannig was delighted to be experiencing the first

## Guests — April 28

Frida Lehtonen, Rotary exchange student  
Patrick Kirby, speaker

## Visiting Rotarian

Greg Carlson, Far West Rotary, Bismarck president-elect

## May Birthdays

Andreasen, Christopher	May 02
Gess, Emily	May 04
Hannig, Jean	May 09
Tranby, Dave	May 14
Moorhead, Tracey	May 27

## Wedding Anniversaries

Joppa, Teresa & Richard	May 05 1990	30 years
Hanna, Bob & Zue Zan	May 22 1982	38 years
Matthees, Charles & Barbara	May 26 1979	41 years
Schaefer, Steve & Terese	May 30 1992	28 years
Fangsrud, Sharon & Butch	May 31 1980	40 years

## Rotary Anniversaries

Gess, Emily	May 02 2017	3 years
Monson, Gina	May 05 2009	11 years

70 degree day, but sad about substantial cuts to MSUM's programs and faculty. Dave Tranby was thankful that the ice had departed from his lake and that the dock is in.

## Kirby of 'Do Good Better' gets excited

Rotarian of the Day Violet Deilke introduced speaker Patrick Kirby of Do Good Better, a consulting practice in which he offers what he calls "fund-raising therapy" for those seeking guidance and support in gathering gifts to support their nonprofit organizations. The father of three children, he has a bachelor's degree in what he calls "BS politics" and has written a book titled *Fund-Raise Awesomer*.

Patrick warned members that he talks fast. "That's because I get so excited about fund-raising," he explained. His visit to Rotary came one day before conducting an online Do Gooders Conference. Originally scheduled for July, it was moved up to help fund-raisers cope with the Covid pandemic that has turned the nonprofit world on its head.

"The 'new normal' is here, and people are wondering, 'How do we do this?'" he said. He said the idea of abundance is hard for people right now. "Those with capacity to give are still out there," he reassured, "and they want to give you support."

Patrick pointed out that estate plans and relationships are important. "You need to know the donor base," he said. "We need to move them from transactional donations to transformative donations."

Charities need to have and donors need to give.

"The messenger and the message are way more important than what your mission is," he counseled. "Your best brand ambassadors need to perfect their best elevator speeches. You need to stand out from the crowd."

He laid out principles of being a "fund-raising unicorn": 1) Remind donors of the impact they're making. 2) Thank them generously to reinforce their gifts. 3) Repeat.

The consultant said that major gifts generally take 18 to 24 months to mature. "Boards need to understand that," Patrick emphasized. He laid out a five-step process:

1. Tell your story.
2. Small gift activation.
3. Ignite a spark with an event.
4. Build a long-term relationship.
5. Acquire that major/legacy gift.

Now is a good time for requesting contributions, he noted, because everyone is at home. Pick up the phone and call. Ask how they are doing ... and then ask for their support.

Patrick stressed that every visit must include an "ask." He added several other questions fund-raisers should add at the end: Can I follow-up with you? Who else should I talk to? When should we meet again? It's important to assess their capacity and whether they are ready to give.

Asked by a member, "What is the future of fund-raising in a post-Covid world," Patrick responded, "You're looking at it." The new normal, he said, will be virtual events, small gatherings and social media. "And maybe we'll be pounding phones."

## Looking Ahead

### May 5 — via Zoom

Sergeant at Arms ..... Dave Sederquist  
Program ..... Social meeting

### May 12 — via Zoom

Sergeant at Arms ..... Eric Johnson  
Program ..... Derrick LaPoint, Downtown Moorhead Master Plan

### May 19 — via Zoom

Sergeant at Arms ..... John Andreasen  
Program ..... Committee work (with virtual breakout sessions)

### May 26 — via Zoom

Sergeant at Arms ..... Stacy Ackerman

Program ..... Than Baardson: "Unseen" human trafficking

### June 2 — potential return to Concordia

Sergeant at Arms ..... Dave Sederquist  
Program .....

### June 9

Sergeant at Arms ..... Sam Wai  
Program ..... TBD

### June 16

Sergeant at Arms ..... Eric Johnson  
Program ..... Lori Van Beek, MATBUS Update

### July 28 — F-M Rotary Golf Tournament