



# Fundraising (45 minutes)

**Relevance:** Club presidents are responsible for asking their members to contribute to The Rotary Foundation, acknowledging contributions, and leading by example by making a personal contribution to the Foundation.

## Option 1: Self-led Round Tables



Self-led round tables work best when the objective is to offer participants more time to network, share best practices, discuss topics they've chosen, and collaborate on ideas for joint projects. Tables should be round, to facilitate discussion and networking.

## Learning Objectives

- Identify strategies to engage club members in giving to the Foundation.
- Network with other club presidents and collaborate on fundraising efforts.

## For the Trainer

### Before the session:

- Review the resources listed below.
- Choose the activity that will work best.
- Review slides 56-59. Decide which ones you will use, make edits or additions, and think about when you will show each one.
- Make sure you have the necessary materials: computer, projector, and screen.

### During the session:

- Review learning objectives with participants at the start.
- Refer participants to the resources below.

## Resources

Chapter 7 of the [\*Club President's Manual\*](#): Participating in The Rotary Foundation

[Foundation Funding](#) e-learning module

[The Rotary Foundation Fund Development Goal Report Form](#)

## Activities

Choose one of the following activities:

1. Display slide 59 with a list of the following questions to guide discussions:
  - What fundraisers has your club held and how much money was raised?
  - What lessons have you learned when holding fundraising events?

- What are the benefits of giving to The Rotary Foundation vs. your club's foundation?
- What can you do to encourage all club members to give to the Annual Fund or Permanent Fund?
- How does your club involve the community in giving to the PolioPlus Fund or to one of the [areas of focus funds](#)?
- How do you recognize club members for their financial contributions to your club?
- What are best practices for soliciting contributions?

Give participants the opportunity to switch tables every 10 minutes.

2. Have participants brainstorm new ideas for fundraising. Ask them to think about other organizations they contribute to and why they give. Ask them what new ideas they have for motivating members to give.
3. Share how you tailor your presentation about The Rotary Foundation to appeal to different donors. Assign each table a different type of donor (Paul Harris Fellows, Major Donors, Bequest Society members, etc.), and have them create a story that would motivate that donor to contribute to the Foundation.

*Note: Allow time to cover any district or regional issues pertaining to this topic.*



## Option 2: Panel



Panels work best when the objective is to convey information through personal stories, expert-led demonstrations, and/or visual presentations. The room should be set up with a table in the front for panelists and theater seating for the audience, and should be able to accommodate needed audiovisual equipment.

## Learning Objectives

- Identify strategies for fundraising.
- Share ideas about holding fundraising events.
- Understand the impact of giving to The Rotary Foundation.

## For the Trainer

### Before the session:

- Review the resources listed below.
- Ask three to five Rotarians who have fundraising experience to be your panelists and consult with them on the presentation topics below.
- Encourage panelists to include slides or other visuals to accompany their presentations.
- Plan time at the end of the session for a Q&A.
- Communicate with panelists regularly to coordinate their presentations, ensuring that the desired topics will be covered and the presentations won't be redundant.
- Review slides 60-62 and make any necessary changes. Have your panelists send you slides for their presentations so you can coordinate them for the session.
- Make sure you have the necessary materials: computer, projector, and screen.

### During the session:

- Review learning objectives with participants at the start.
- Refer participants to the resources below.

## Resources

Chapter 7 of the [Club President's Manual](#): Participating in The Rotary Foundation

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## Presentation Topics

The following topics should be covered in panelists' presentations:

- Benefits of contributing to The Rotary Foundation (Annual Fund, Permanent Fund, PolioPlus Fund)
- Success story related to fundraising

- Lessons learned when holding a fundraising event
- Strategies for motivating club members and members of the community to contribute
- Example of how your club was affected by a contribution
- An explanation, in simple terms, of what \$100 can mean for humanitarian support (for example, number of vaccine doses).