



TOGETHER, WE

CONNECT

**FUNDRAISING
IN A CHANGED WORLD**

**"COMMUNITY IS ABOUT DOING SOMETHING
TOGETHER THAT MAKES BELONGING MATTER."**

Brian Solis



**#ROTARYSTRONG
#PEOPLEOFACTION
#TOGETHERWECONNECT**

For most Rotarians....

EVERYTHING'S CHANGED

Not our values and WHAT we do, but HOW we connect and operate is now very different. How can we keep and build our community?



Virtual events are accessible to a wide audience



Kiwanis®



Online fundraising allows a real partnership for event ideas, social media promotion, increasing audience and more



A “virtual fundraiser is a campaign or event that takes place entirely online and allows supporters to engage with your cause from anywhere



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Think Collaboration



Work in Partnership

Westport Rotary Club

- Traditional **LobsterFest**
- Attracted 1,600 people (many families)
- raised over **\$110,000**.
- spent months planning a drive-through/pick up event
- only to cancel that in July and convert to a **100% virtual event**.
- fundraising and cash flow went through our club website
- To date have grossed about **\$135,000** and
- will net **\$123,000**,
- message *that our community partners need the funds more this year than ever*, sonated into a very successful community event.
- **100%** of the funds came from sponsorship from **\$20 to \$10,000**, we sold nothing.



June
5th & 6th *Whitby*
Ribfest2u
ROTARY CLUB OF WHITBY SUNRISE

We're Bringing Ribfest To You!

Free Concert! Online Orders!

Pre-recorded
Classic Ribfest Musical Acts

Featuring a Ribfest-themed Menu,
Craft Beer, and Much More!

Paint Night

With Artist Sarah Shaw and
the Rotary Club of Whitby Sunrise

Kid's Contest

Kid's Get Creative With Riblet and
Enter Our Colouring Contest

Online For 2020!
WHITBY ART SHOW
JURIED ART EXHIBITION & SALE

*Art Show Runs Friday, June 5 to Friday, July 3, 2020

In Partnership With
12 | w | e | v e
BISTRO | TAPWERKS



Contactless
Delivery
by Rotary



Success Story: The Conversion

Rotary Club of Whitby Sunrise normally has an annual Rib Fest, drawing 50K people over three days, raising \$125K.

This year, 1100 online dinner orders, concert & paint night ran through club's website.

Two day event raised \$20K and a favorite community event continued this year.

<http://whitbyribfest.com/ribfest-2u/>



NEED HELP? WHO WE ARE GET INVOLVED CAMPAIGN FORKIDS

Every year, hundreds of people come together to transform the lives of homeless children and their families right here in Hampton Roads. They bid on priceless art with titles like “Epipetric” and “Gooley Egg” and, when the night is over, they will help us lift over 70,000 individuals in our community. This year we made that magic virtually because our families need us now more than ever. That is some powerful fairy dust.



2020 Forkids Art Auction - Abra... Campaign Forkids | Family Home... New Tab

forkids.org/campaign-forkids

Apps Spend Dynamics Home Page | Rotary... BMO Bank of Mont... Online Banking for... TELUS Webmail - lo... Euler Hermes Log In | Calgary Pu... RC Central 2 Sign in to Concur |... Resources | Investm... Power BI | Microsof... Gmail YouTube Maps

GO VOTE

NEED HELP? WHO WE ARE GET INVOLVED CAMPAIGN FORKIDS

DONATE

Forkids

\$ 23.5 Million Raised

\$25M Capital Campaign

\$17.25M Center for Children and Families in Chesapeake

\$2.25M Suffolk Regional Services Center

\$5.5M GROW Campaign: Endowment, Services Seed Fund & Infrastructure

8:53 PM 2020-10-19

Tell the Story
Celebrate the Results



PEER

2

PEER



Use individual participants and sometimes team competition to raise money via social networks

- **Polio Come Spin With Us** a challenge between Clubs across the District
- Pledge to walk, run, dance
- Online talent shows
- Cake decorating competition
- Cooking competition
- Polar Dips

Teams share the mission and fundraise individually and through their networks

Calgary Icebreaker Polar Dip 2022

https://secure.e2rm.com/p2p/fundraising/298233/participant/4628503/en-CA

I am doing the polar bear dip to help raise critical funds and awareness for the fight against sexual exploitation and human trafficking. Every dollar raised will go to support the global projects of the SA Foundation, located in: Germany, Nepal, Hungary, Bulgaria, USA, Greece and Vancouver, Canada as well as the training of two brand new teams in Nigeria & Italy!

SAF has specialized in long-term recovery programs over the last thirty years, allowing them to consistently reach a 70% success rate over a three-year program period! They also ensure that their administration, fundraising and marketing fees remain below 20% so your donation will have the greatest impact.

Thank you so much for supporting me, but more importantly for supporting this very important fight against modern day slavery.

Sincerley,
Dan

**Disclaimer: Due to the safety of participants and volunteers, Old Guys in Action & Calgary Icebreaker reserve the right to cancel the dip due to unforeseen circumstances, such as extreme weather. If this should occur refunds for donations will NOT be issued. All net proceeds will be forwarded to the SA Foundation as planned.*

\$3,640 raised **\$3,000**

Benefiting Old Guys in Action

Donate

Share



The War on AIDS can be won!

I'm not a Rotarian - Can I Help?

You sure can!

Create a team, Join the walk, Become involved!

JOIN A TEAM

START A TEAM

SPONSOR A PARTICIPANT

Success Story: The Walk

Rotary District 7070 turned their annual AIDS Walk into a "self walk" online event, raising money for AIDS and Community Health

<https://toronto.rotaryaidswalk.ca/>



8⁺

LOCAL RESTAURANTS
PARTICIPATING

3518

MEALS SERVED TO FRONTLINE
HEALTHCARE WORKERS

\$52000

GIVEN BACK TO LOCAL
RESTAURANTS



Success Story: Online Drive

Rotary Markham
Sunrise partnered
with CanadaCares to
provide Rotary
branded meals for
healthcare workers
fighting COVID-19.

**Easily
Understood,
Resonant,
& Branded
Community
Impact**



North Shore
Rotary
Club



PRESENTS

VIRTUAL **BINGO** NIGHT

Success Story: Entertainment

- North Shore Rotary Club Virtual Bingo Night
- E-Club Hawaii Drag Queen Bingo Night
- Rotaract Manhattan's Wine & Paint Night
- "Pub" Trivia Night
- Have an A list speaker

**Fun, activity driven event
that is "low stakes" and
can be repeated often
Tickets Sold in Advance**




District 5360 Bingo for Polio

istrict 5360 x MyEventRunner - Event Public Fill x +

/PublicFill/EventPublicFill.aspx?evtid=5c0b33a0-e0de-4bb3-b2ac-61bb000b94c0

BMO Bank of Mont... Online Banking for... TELUS Webmail - lo... Euler Hermes Log In | Calgary Pu... RC Central 2 Sign in to Concur |... Resources | Inves

View Registered Attendees List

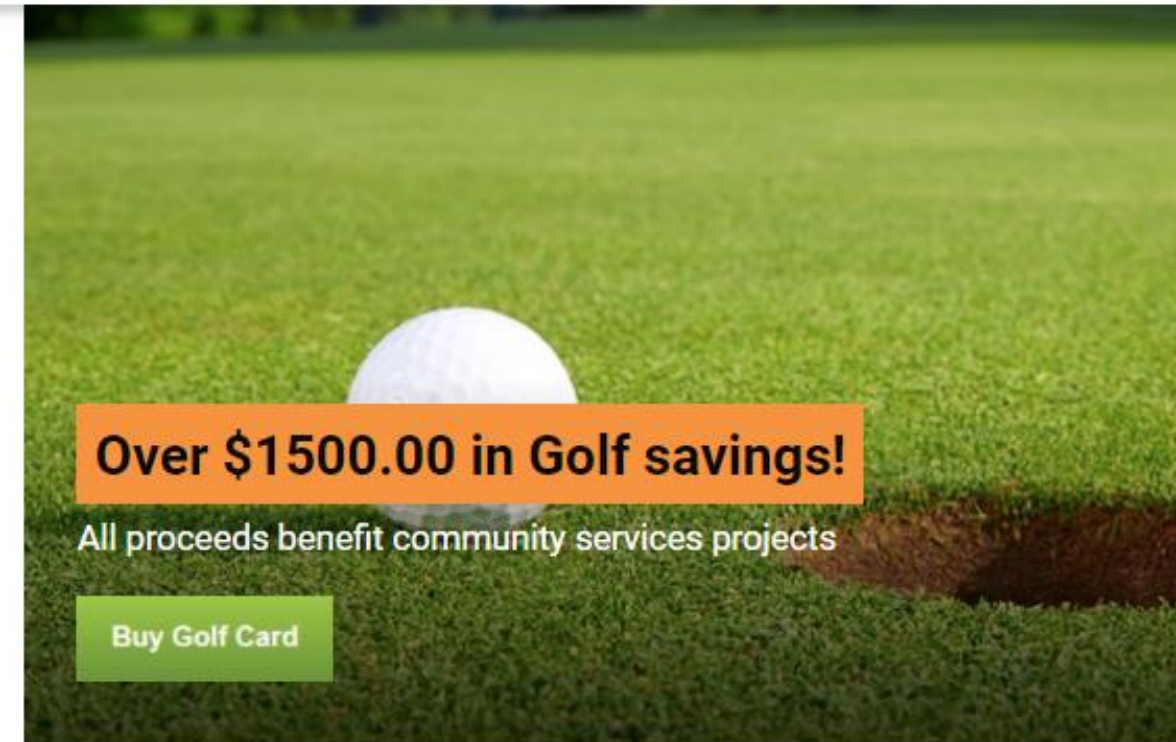
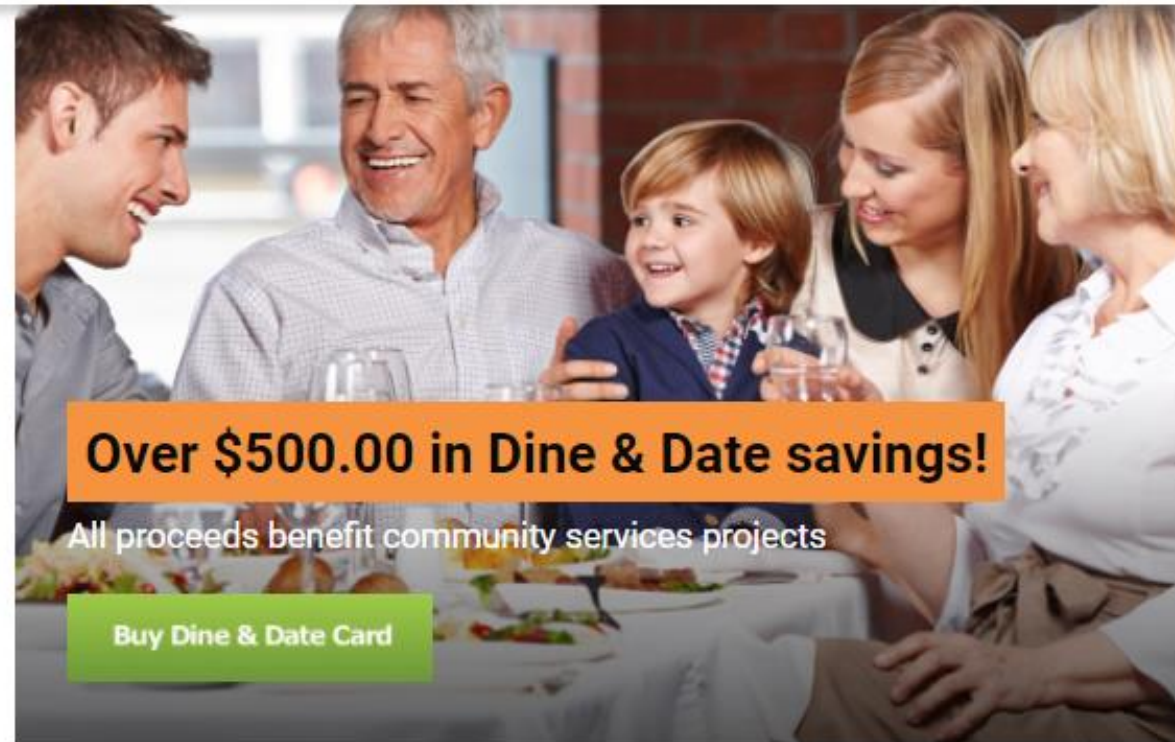


CONTACT INFORMATION

- Supporting the Polio Drive by donating \$26.50 to Play
- Hearing from a Polio Survivor
- Having a little Fun



Kamloops West Rotary Discount Cards

[Home](#)[Dine & Date Cards](#)[Golf Cards](#)

2 for 1 EVERY TIME!

Buy a card and WIN! WIN! WIN!

Every golf course, every restaurant, or event you attend offers 2 for 1 for the price of one. **WIN!**

Every dollar from card sales goes directly to Rotary for critical local services like Power Start Breakfasts for children with empty tummy's, renovations to a woman's shelter, or building a local park or band shell. **WIN!**

Every business listed encourages you to come in and enjoy, knowing this supports Rotarian's work. **WIN!**

Golf Cards

over \$1,500 in savings at 6 Golf Courses
for only \$30.00.

[Learn More](#)[Buy Golf Card](#)

Dine & Date Cards

over \$500 in savings for only \$30.00.

[Learn More](#)[Buy Dine & Date Card](#)

- Sell Cards Online multiple times during the year
 - www.241rotarycards.com/
- Partner with Sports Groups
 - Split the profits

Support Local Business

Support Rotary Businesses

Rotary Cards





CURRENT 50/50 JACKPOT

\$945

WINNER TAKES HALF

50/50 tickets are: Single Ticket for \$10; 3-Ticket Pack for \$25

ORDER TICKETS

Tickets may be sold and purchased in British Columbia only. Orders will not be accepted via the Internet from anyone outside the Province of British Columbia or any non-residents of British Columbia.

SHARE

Facebook

Twitter

Share

Shared 132 times

Deadline: Thursday, December 17, 2020 10:00 AM
Draw: Thursday, December 17, 2020 12:00 PM

Kamloops West Rotary's Cash for the Holidays
Supporting Kamloops Food Bank and Family Tree.

Social Media
Social Media
Social Media

Take the 50/50 outside of your Club

Collaborate


Appeal to a season or multiple demographics

50.rafflenexus.com

Home Page | Rotary... BMO Bank of Mont... Online Banking for... TELUS Webmail - lo... Euler Hermes Log In | Calgary Pu... RC Central 2 Sign in to Concur |... Resources | Investm...

Rotary Clubs of Langley Langley Rotary 50/50 MEGA DRAW ORDER TICKETS

Prizes Order Tickets Manage Order Rules of Play



Help Rotary
Help Others

CURRENT 50/50 JACKPOT
\$50,200
WINNER TAKES HALF

50/50 tickets are: Single Ticket for \$20; 3-Ticket Pack for \$50; 8-Ticket Pack for \$100

ORDER TICKETS

Tickets may be sold and purchased in British Columbia only. Orders will not be accepted via the Internet from anyone outside the Province of British Columbia or any non-residents of British Columbia.

SHARE

Facebook Twitter Share

Shared 176 times

Deadline: Midnight, Monday, November 30, 2020
Draw: Thursday, December 3, 2020 12:00 PM

50/50 Mega Draw
Win Big Give Big



The Rotary Clubs of
Calgary Chinook & Centennial Present

ROTARY MOVIE NIGHT AT MCMAHON



\$15 per car with 180 spots per night!!
Must purchase tickets, pop, and popcorn in advance
All profits donated to local charities and Rotary projects
In partnership with Fresh Air Cinemas

FRIDAY, JULY 24TH - LEGALLY BLONDE
SATURDAY, JULY 25TH - ROCKY

LOT OPENS AT 8:30 PM
SHOW STARTS AT 9:30 PM

 freshaircinema
the outdoor movie company

 **Rotary**
PEOPLE OF ACTION

VISIT
WWW.SHOWPASS.COM/MCMAHONMOVIENIGHT
TO PURCHASE TICKETS

COMMUNITY

Drive-In Movie a Smash Hit for Food Bank, Rotary Club

Written by Noel Edey Monday, Jun 08, 1:51 PM



It was smooth sailing at the drive-in movie held in support of the Cochrane Activettes Food Bank on June 6. The finishing touches are being added to the next one being held on Canada Day.

<https://youtu.be/pVDeOhixU6A>

Fellowship
Community Service
\$\$\$

Online Opportunity Now

- Program is pre-recorded under exceptional broadcast standards, and airs via Zoom.
- Ticketing/registration required to view.
- Online ticket selling platform (with applicable fees) may be provided or you can use your own. 1000 viewers/registrants can log in.
- Show length can run between 60-75 minutes.
- Given availability, Tom Jackson can attend a Zoom pre-show reception that you host.
- All technical support included. Digital marketing assets provided.
- Select dates available between November 15 and December 24.
- Cost - \$2,000 +GST.



The screenshot shows the website for 'The Huron Carole Virtual'. At the top, the logo features a stylized house with a star and the text 'The Huron Carole'. Below the logo, the tagline 'Defeating hunger. Feeding the soul.' is displayed. A navigation bar includes links for 'HOME', 'ARTISTS', 'FAN MAIL', and 'CONTACT'. A prominent green button labeled 'MAKE A DONATION' is located in the top right corner. The main banner area displays a collage of artist portraits with their names: Tom Jackson, Kirby Barber, John MacArthur Ellis, Darryl Havers, and Tom McKillip. Below this, a quote from Tom Jackson is featured: 'Under the cloud of these challenging times, I am of the opinion that food banks and those less fortunate in our world are going to be the ones most impacted by the current economic fall-out from Covid 19. This Christmas season is going to be different from any other. It's going to require us, as individuals and as a society, to look inside ourselves for a light of optimism. A silver lining. We must treasure that light and hang on to that silver lining with all our might.' - Tom Jackson. To the right of the quote is a video player titled 'The Huron Carole Virtual Trailer - Ahead...' with 'Watch later' and 'Share' buttons. The video player shows a heart-shaped graphic with the text 'Light Inside' and 'The Huron Carole VIRTUAL'. At the bottom, a paragraph describes the event: 'The Huron Carole is a seasonal music tradition spanning more than 3 decades touring from coast to coast to coast. As the world adjusts to the postponement of live events for an undetermined length of time, this renowned concert series, produced by the team behind The Huron Carole and Almighty Voices, Zooms to your living room with exceptional quality and creativity.' Below this, it lists the performers: 'Expect Christmas classics, unique stories, and original music performed by Tom Jackson and award-winning musicians Tom McKillip, Darryl Havers, John MacArthur Ellis, Kirby'. In the bottom right corner, there is a logo for 'Rotary Open Opportunities'.



Success Story: The Campaign

Twin Bridges Rotary had a Gift Of Life month long campaign, leading up to "Giving Tuesday" in May.

Goal: \$2.5 K Raised: \$27K
<https://tinyurl.com/GOLStrong>

MISSION

VISION

VALUES

*Know what you want to accomplish **BEFORE** you
start*



PLAN YOUR EVENT

- Key Message repeated throughout program
- Share the Impact
- Update \$\$\$\$\$
- If possible, mix live action and prerecorded
- Involve the audience
- Plan it out
- Test Drive
- Staff the event

*Create and Build Community
while you Open Doors of
Opportunity*



Platforms that can assist

- <https://calgaryfoundation.org/>
 - Charitable receipting
- <https://trellis.org/features/#virtual-events>
 - all-in-one revenue driving platform has all of the features that you need to raise more money for your organization.
- <https://rafflebox.ca/>
 - simple platform enables non-profits to create and manage online raffles and 50/50 fundraisers.
- <https://www.eventgroove.com/>
 - One-stop platform for fundraisers & events
- <https://www.canadahelps.org/en/>
 - destination for donating and fundraising online
 - Must be a Foundation
- <https://raise.rotary.org/>
 - transform more lives through The Rotary Foundation.



How do you connect on social media?

Do something.
If it works, do more of it.
If it doesn't, do something else.”

Franklin D Roosevelt



Say thank you multiple times
Report on event results
Share how dollars will be used

Thank you! 

Be upbeat and grateful
Build a sense of community

