

Rotary



Holiday Flag Program

Agenda

- Discuss the benefits of a Flag Program
- How to get started
- How to organize
 - Form an initial committee
 - Determine goals
 - Determine Flag Components
- Create a budget
- Get club approval
- Ongoing maintenance

Benefits of a Flag Program - Fundraiser

- Flag Programs can grow in revenue each year.

Flag Revenue Projection						
		Year 1	Year 2	Year 3	Year 4	Year 5
Number of Flags	Each	200	300	400	500	600
Flag Revenue	\$ 50.00	\$ 10,000.00	\$ 15,000.00	\$ 20,000.00	\$ 25,000.00	\$ 30,000.00
Flag Cost	\$ 18.00	\$ 3,600.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00
Delivery Cost	\$ 15.00	\$ 3,000.00	\$ 4,500.00	\$ 6,000.00	\$ 7,500.00	\$ 9,000.00
Net Gross Revenue		\$ 3,400.00	\$ 8,700.00	\$ 12,200.00	\$ 15,700.00	\$ 19,200.00
Other Annual Cost						
Marketing		\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00
Website		\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00
Credit Card Fees		\$ 356.00	\$ 534.00	\$ 712.00	\$ 890.00	\$ 1,068.00
Replacement			\$ 180.00	\$ 180.00	\$ 180.00	\$ 180.00
		\$ 1,406.00	\$ 1,764.00	\$ 1,942.00	\$ 2,120.00	\$ 2,298.00
Other start up cost						
Website		\$ 800.00				
Drill		\$ 350.00				
Drill Augur Bit		\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 101.00
		\$ 1,250.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 101.00
Net Revenue		\$ 744.00	\$ 6,836.00	\$ 10,158.00	\$ 13,480.00	\$ 16,801.00

Other Benefits of a Flag Program

- Delivering the flags can be considered as service time for the organization or even club members.
- Can be delivered exercising social distancing.
- Initial committee can be 3 or 4 people in the club
- The committee can grow as the effort grows in subsequent years
- Club recognition in the community
- Promotes member growth
- Promotes partnering with other community groups
- Honors our country along with the Veterans who served as well as those that gave the ultimate sacrifice.

How to start a Rotary Flag Program

- A flag program must have the full support of your board.
- At some point in time, you may also want to bring it to your entire membership as one of your major fundraisers.
- The membership approval also helps in recruiting flag committee members and those who are willing to assist.
- Without membership approval, the program will often rely on just a few members until they see how it works.
- Form an initial flag subcommittee. This committee will be made up of members who have good investigative skills and can also create a good and accurate presentation.

Form an Initial Flag Subcommittee

- Duties of the initial flag subcommittee
 - Reach out to the district flag committee for input.
 - Attended District Flag Summit
 - Meet with other clubs that have a flag program to get ideas.
 - How many holidays do you want to consider.
 - Determine your territory. Consider other adjacent club territories and try to not overlap.
 - Determine the selling price of your annual flag subscription.
 - Determine initial goals. How many flag subscriptions you think you can sell in one year.
 - Create a flag budget. Calculate the initial cost to get started.
 - Create a prestatation to submit to your board / membership.

Flag Budget Components

- Flag:
 - Typical is a 3x5 US Flag Made in America.
 - Most clubs are using a Polyester Blend Flag
- Sleeve:
 - Many clubs use PVC that is 1" in diameter. A 10' PVC Schedule 40 pipe will generate eight (8) 15" sleeves.
 - Some do not cap
 - Some use friction caps
 - Some use screw on caps

Flag Budget Components

- Flag Poles:
 - Many clubs use ten(10) foot $\frac{3}{4}$ " conduit.
 - This fits into the 1" OD PVC
- Flagpole Labels: Optional but recommended
 - A 3" by 5" label fits perfectly around a $\frac{3}{4}$ " Pole
 - Use your local printing vendor and use the pill off backing to expose the adhesive.
- Flag Curb Markings
 - Some clubs use paint. This has to be a special paint that adheres to concrete. (This does require a lot of maintenance).
 - Some clubs are using curb markers (2" is diameter) that uses special glue. These markers can last for many years. (A recommended source is available)
- Other miscellaneous materials/tools for install crews and delivery crews depending on sleeve types.
- Warehouse



Flag Lease Program

This Flag is Property of
The Rotary Club of
Carrollton-Farmers Branch
Sign Up at
www.flagsovercfb.com



Example of Flag Budget

Bill of Materials							
Flag Project							
					250	Flags	
		Vendor			Quantity	Unit Cost	Total
Flag	3x5 Poly-Print	Betsy Ross Flag Girl			250	\$ 8.80	\$2,200.00
Pole	3/4" by 10' electrical conduit	Home Depot			250	\$ 5.89	\$1,472.50
Mounting Screws	#10 dx 3/4 Hex Screw	Home Depot	120	per box	2.08333	\$ 6.85	Donated
Mounting Washer	#10 washer	Home Depot	100	per box	2.5	\$ 4.41	Donated
Pole Labels	3"x5" label for each pole	Alpha Graphics	300		250	\$ 99.05	\$ 99.05
							\$3,771.55
Ground Sleeve	1" Schedule 40 PVC 10'	Home Depot	15	inches each	31	\$ 3.18	\$ 99.38
Adapter	Adapter Pug	PVC Fittings Online	1		250	\$ 0.32	\$ 80.00
Cap	1" schedule 40 Plug	PVC Fittings Online	1		250	\$ 0.91	\$ 227.50
Glue	PVC Glue and Primer	Home Depot	2	100 sleeves	2.5	\$ 7.70	\$ 19.25
						\$ 12.11	\$ 426.13

Example of Flag Budget

Miscellaneous Toots							
	Flag Delivery Crews						
	1-7/16 inch socket	Amazon	130 flags	8	\$ 13.97	\$ 116.42	
	T Wrench for Socket	Amazon	130 flags	8	\$ 12.00		
Alternative	T Wrench for Socket	Tool Planet		8	\$ 9.99	\$ 79.92	
	Leaktite 2-gal. Bucket for delivery crews	Home Depot	130 flags	8	\$ 3.85	\$ 32.08	
	Rack for clearing grass	Home Depot	130 flags	8	\$ 7.97	\$ 66.42	
	Sleeve Install Crews						
	1-3/4 inch Auger Bit for drilling holes	Amazon	2	2	\$ 25.00	\$ 50.00	
	T-bar Probe	Home Depot	2	1	\$ 16.00	\$ 16.00	
	5 gal bucket for sleeve install crews	Home Depot	2	0	\$ 4.48	\$ -	
	Option Curb Marker Disk	das Manufacturing			\$ 0.94	\$ 0.94	
	Glue for curb marker	das Manufacturing	250	\$ 8.50	8	\$ 8.50	\$ 68.00
	-						\$ 429.78
Total Cost		Per Flag					
Per Flag Cost		\$ 18.51					\$4,627.45

Following approval to proceed

- Organize your flag committee
 - Suggested flag committee positions
 - Flag Committee Chair
 - Treasurer
 - Subscription record keeping
 - Sleeve install
 - Flag Holiday Installation
 - Deliver flags with club members (No cost associated with this option)
 - Scouts or other organizations (Generally requires paying the organization)
 - Marketing
 - Residential
 - Corporate
 - Flag Assembly.

Following approval to proceed

- Develop a flag website. (Optional, but recommended)
 - Get input on possible website vendors from the district flag committee or other rotary clubs with websites
 - Determine the most cost-effective Credit Card Process Company for online purchases that will work with your website. Seek advice from other clubs.
 - Determine the URL for your flag site.
- Determine how to keep records
 - Excel Spreadsheet
 - Database
 - Secure third-party recordkeeping flag programs. (these also have built in website capabilities.)

Ongoing Management

- Repair any flags that have been damaged
 - Flags may be stripped from the flagpole
 - Flag poles may be hit by mowers (especially on commercial sites)
 - Flags may eventually be weather worn and have ragged edges.
- Replace any stolen flags. (it is unfortunate that this is a possibility)
- Budget does include a % for replacement. Example 10%.
- Sleeves are destroyed with road construction and need replacing
- Sleeves may be destroyed by lawn mowers and need replacing
- The curb marker may have disappeared, and the install crew cannot find the sleeve. Either locate or replace. This is more likely with paint markers.
- Subscriber replaced their entire yard, and the sleeve is missing
- The grass has grown over the sleeve and the install cannot find the sleeve. (Suggestions is to make a note of how far is the sleeve from the curb marker)
- Working renewals by treasurer. (Some home owners will move and not renew)

District Flag Committee

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Rotary



Questions

