

Understanding the Rotary Foundation - Presentation Concept

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Here is a unique concept for presenting an effective Rotary Foundation seminar to increase participant understanding and involvement. This outline uses simple business terminology and has been successfully conducted by the author in several Districts and Countries. It will be of special interest to Rotary Foundation Chairmen or other Rotary Trainers.

Use of an overhead projector or flip chart is recommended to illustrate the building concept, step by step, as the discussion progresses. With sufficient time, the facilitator can engage the audience in discussion to increase interest and awareness. A lecture style can be used where time is limited.



Consider Rotary Foundation as a Processing Plant

Let's consider our Rotary Foundation as a processing plant . . . a typical factory building that we see in our community each day. Picture the front of this building with a Rotary logo and sign that reads: "Rotary Foundation \$ Processing Plant."

Yes, envision that we are operating a Money Processing Plant for Rotary International and all Rotarians around the world.

What does every plant have? . . . Receiving Docks

As we look up the left side of our plant, we imagine a row of receiving docks, ready to accept delivery of raw materials. A sign above the doors reads "\$ Receiving." If time permits, four receiving doors can be described: Annual Fund, Permanent Fund, PolioPlus Fund and Restricted Giving.

Next come some trucks, bringing the fundraising money to the plant for processing. Envision different names on the various trucks. The names can be an Individual/Club/District or my favorite is to use the appropriate fundraising programs for your area (ie: Paul Harris Fellow, Major Gift, Benefactor, Walk-a-thon, Bowl-a-thon, Gala Dinner, other events, etc.)

To promote awareness of local Chairmen, we can name them as the applicable "Truck Driver" for their committee-named vehicle.

What is Inside? . . . Departments

The next step is to imagine we have various departments within our processing plant, just like the real ones do. In reality there are several, but from experience it is recommended to keep things simple and have about four. (Show these with dotted lines on the roof area of the building).

In addition to departments for administration and PolioPlus, we see a major portion of our building is processing the funds. 50% of this space is taken by the DDF (District Designated Fund) and the remaining 50% is used for the World Fund.

The World Fund distributes one half of the total funds through one annual GSE to each District, Matching Grants and Special Humanitarian Programs.

Many Rotarians do not realize that 50% of unrestricted contributions can be directed by their District toward programs they deem most worthy. (ie: Scholarship Program, a second GSE, Matching Grants, etc.)

Like many plants . . . we use Sub-Contractors

Like many processors, we also use sub-contractors. The Foundation Trustees work with "bank and investment managers" to invest our money wisely for up to three years. (Here the facilitator can draw an arrow up above the building and show how someone like "father time" is making three years pass by in a few seconds). Envision an old man with a beard, standing behind a bank teller's wicket.

After an imagined lapse in time of three years, arrows are drawn back down to show the money returning to the processing plant. One technical point is that the money is actually brought back and distributed for use during (not after) the third year.

At this stage one should explain that the investment income from this period is used to cover administrative costs. If you hear we spent 103% of funds received, it simply means our administrative costs were 3% less than our investment income.

What else does every plant have? . . . Shipping Docks

After processing the funds our product is ready for delivery and we begin to think about the shipping docks. We can see a row of them up the right side of the building with a sign above the doors reading "\$ Shipping." Trucks are arriving to pick-up and transport the funds for various programs and projects. (You can label the shipping doors with program names if you wish).

Similar to the inbound vehicles, trucks are labeled with project names like: GSE, Ambassadorial Scholar, Matching Grants, 3-H Grants, Peace Scholar, Polio Plus and others, etc. The driver's names can also be noted as actual Chairman of appropriate committees.

Production Report - Optional if time

As a summary, we can develop a "Processing Production Report". Where possible, try to record how much Rotary Foundation has "Received" on a left column (under the receiving doors) and how much money was "Shipped" for programs on the right column (under the shipping doors).

Under "Received," list the amount raised by various fundraisers within the area or district and under "Shipped," list the overall amount of programs and service projects completed, etc. It is amazing how often the output (value of R.F. projects) greatly exceeds the input (local R.F. contributions).

Sales Department - Optional if time

If time permits, sales and customer service people (eg: R.F. Coordinators, Club and District Chairmen, etc.) can be included in the discussion, promoting fundraising or program participation. These individuals play an important role in contacting suppliers and customers (Members, Clubs, Fundraising Committees, etc.) to solicit support, and participation (through fundraising and programs) in our Foundation.

Skit Idea

In the original development of this presentation, I envisioned the concept would also make an excellent skit for a District Assembly or Conference. I see a large box or structure on a stage, painted to represent the "Processing Plant." Various District Chairmen can participate as "Truck Drivers" for their respective committees.

A mixture of toy trucks, wheelbarrows, wagons, or tricycles could represent the trucks. Event and

Fundraising Chairmen would bring in bags of money to the receiving dock, pulling, pushing or riding the small vehicles. Later the Program and Service Project Chairmen would come and take the bags of money away in a similar fashion. (The quantity of money bags can even be prorated to depict the % participation by various categories).

The receiving and shipping docks could take the form of "cash windows or bank teller wickets" in the building. Someone dressed as Father Time would take the money away for the investment period and then return it and the District Treasurer and District Governor could depict a bank teller and investment manager.

With a little bit of imagination and some simple props, this concept can be a very entertaining and humorous way to share more knowledge and understanding of the Rotary Foundation.

Sell the Need then ask!

It is important to note that there is much more to the Rotary Foundation than described above. The intent of this presentation is to provide a simple and unique framework for explaining the basic structure of our Foundation.

There is much more to the Rotary Foundation than processing money. Humanitarian aid and world understanding are an important part of our Rotary service, which depends on adequate funding. Rotarians will usually respond when they know of and understand the need, so . . .

Sell the Need . . . then ask!



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