



September 30, 2020

Dear Rotary Club Presidents,

With the 2020-21 Rotary year under way, we wanted to remind you of the annual Rotary District 7210
Every Rotarian Every Year Giving Challenge!

As you know, our Rotary Foundation is one of the important aspects of Rotary which sets us apart from other local community service organizations. The Rotary Foundation transforms our support into service projects that change lives both in our own communities and around the world. It is because of your support of The Rotary Foundation each year that we are able to generously award so many District Grants and Global Grants for your Clubs' Projects!

Our District's Foundation Giving Goals for the 2020-21 Rotary year include the goal of having each of our Clubs average at least \$120/member to The Rotary Foundation (TRF) Annual Fund. The Every Rotarian Every Year (EREY) Giving Challenge is intended to help your Club achieve this goal, and as a result not only increase our capacity for Doing GOOD in our communities and the world, but to also have your Club be recognized for exceeding the requirements of the prestigious EREY Banner at our annual Foundation Club Recognition Awards event.

The 2020-21 EREY Giving Challenge has two parts, as follows:

1. We are challenging every Club to ensure that **100% of their members** (defined by Rotary as "existing active members") have had donations of at least **\$25 made in each of their names** to TRF's Annual Fund **by December 31, 2020**. Often a very simple way to accomplish this is for the Club to gather those donations and to submit them directly to TRF using the "pre-populated multiple donor form" found online at the [Club Administration](#) page of MyRotary.org. You can find instructions on [How to Access and Use TRF's Multiple Donor Form](#) as a Download File on the District 7210 website homepage.
2. Next, we are then challenging every Club to ensure that their Club's total donations to TRF's Annual Fund reach an **average at least \$120/member, preferably by March 19, 2021** (as there is a recognition opportunity planned for PETS 2021 on that date) but absolutely no later than June 30, 2021. Of course, feel free to exceed this goal, as our top Clubs typically exceed \$300/member! You can track your Club's progress toward this goal on the "Foundation Recognition Status Report" found under the "Rotary Foundation Giving" tab in the "Reports" section of [Rotary Club Central](#).

To assist you with success on the **EREY Giving Challenge**, we will be providing you with regular updates on your Clubs' status, as well as to share some creative ways to make supporting our Foundation easy and fun for your members, the first of which is as follows:

Share this new [Rotary Foundation Video](#) with ALL of your members, then invite them to celebrate OUR Rotary Foundation by immediately clicking the "[Donate](#)" button on the [Rotary Foundation's Annual Fund](#) page to donate \$25 or more in their name to the Annual Fund (*the forms will autocomplete their personal information if they sign in to MyRotary.org first*).

Please feel free to reach out to us any time that you have questions. Our Foundation Giving Committee is here to help you achieve your goals and Do GOOD in our world!

Most sincerely,
Louis

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