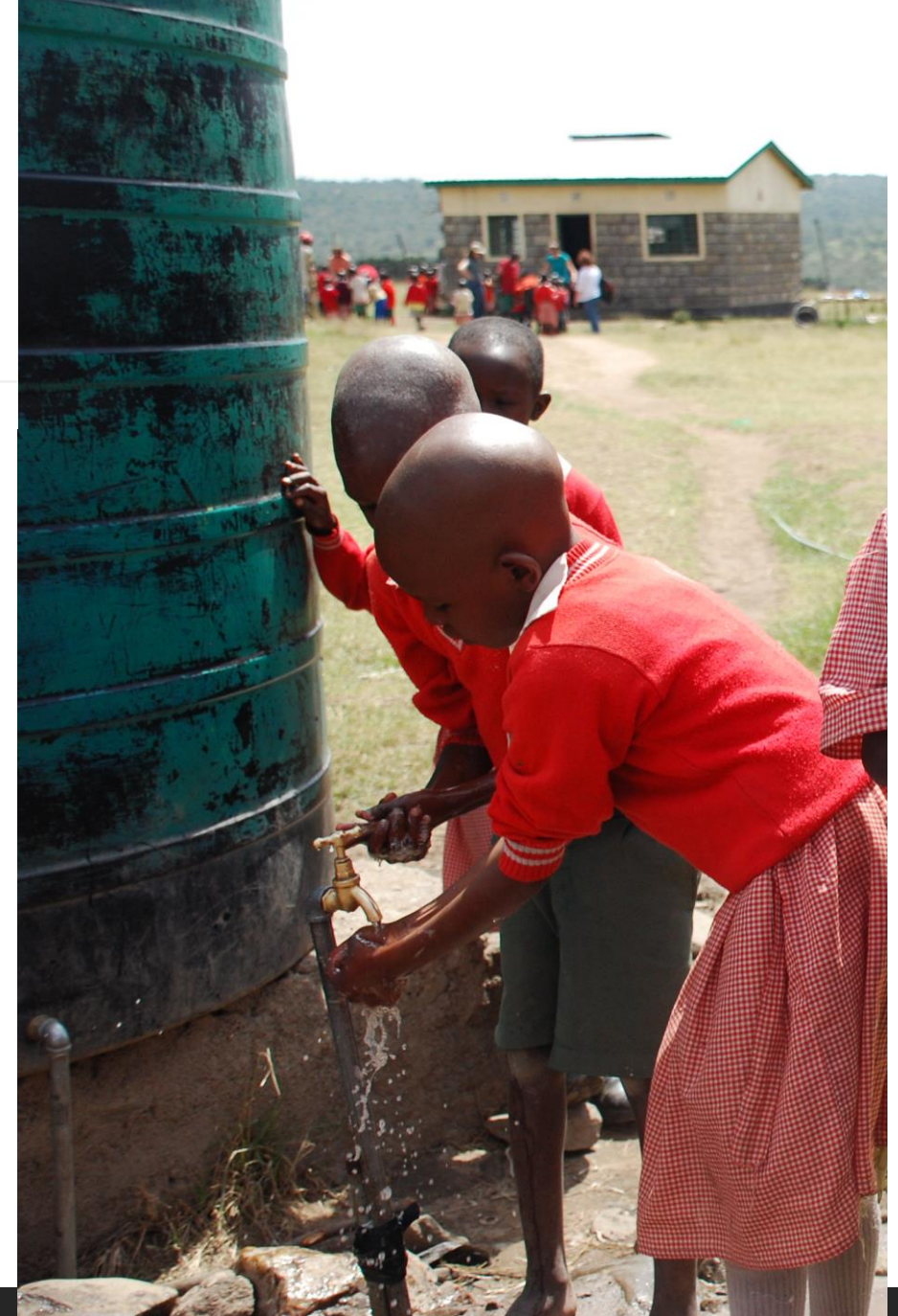


Raising Money for your Rotary Club's International Projects- besides using RI funds

Presented by:

PDG Bonnie Sirower, CFRE
Fair Lawn Sunrise Rotary Club

May 12, 2022



The Three Cardinal Rules of Fund Raising



1) If you don't ask, you don't get...

2) *Network* with everyone –your colleagues, your vendors, your members, your community, corporations in the community

3) Don't ask until you give.

Before you even start... Ensure your non-profit status



If it doesn't have one already, then your club should establish a Foundation so that you have non-profit 501(c)(3) status. This allows corporations, foundations, and individuals to donate to your club's projects and to deduct the donation from their taxes. Remember, donations to your Rotary Club are NOT tax-deductible. The process to get this status takes about six months. An accountant or attorney can usually help you, or you can go online to Legal Zoom and a host of other organizations.

The recognition of your organization as a 501(c)(3) tax-exempt entity by the Internal Revenue Service (IRS) offers many advantages in helping your organization receive donations and establish credibility. Primarily, having an active 501(c)(3) status allows donors to receive a **tax deduction**, provides **grant funding eligibility** for the nonprofit, potential **tax exemption** at both state and federal level.

The club can also choose to work with the District's own 501(c)(3) Foundation, the Walter D. Head Foundation, and can borrow its non-profit status. The Walter D. Head Foundation generally charges a nominal fee (3% or so). Contact PDG Emil Geering at limegeer@gmail.com or call him at 201-881-8087

Benefits of being a 501(c)(3) Nonprofit organization

- 1 Exempt from Federal income tax.
- 2 Tax-deductible contributions from donors.
- 3 Potential state income, sales, and employment tax exemptions.
- 4 Reduced postal rates.
- 5 Exemption from Federal unemployment tax.
- 6 Tax-exempt financing.

Where did the generosity come from?

Contributions by source

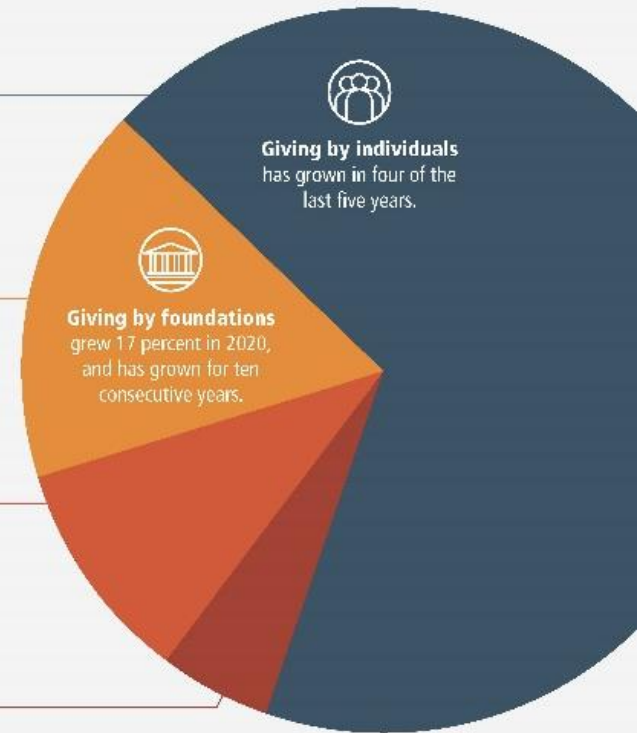
By percentage of the total

**Giving by
Individuals**
\$324.10 billion **69%** ↑ 2.2%
increased 2.2 percent over 2019.

**Giving by
Foundations**
\$88.55 billion **19%** ↑ 17.0%
increased 17.0 percent over 2019.

**Giving by
Bequest**
\$41.91 billion **9%** ↑ 10.3%
increased 10.3 percent over 2019.

**Giving by
Corporations**
\$16.88 billion **4%** ↓ 6.1%
declined 6.1 percent from 2019.



*All figures on this infographic are reported in

Source: Giving USA

Where did the charitable dollars go?

Contributions by destination



Giving to **public-society benefit organizations** increased 15.7 percent in 2020, marking the eleventh consecutive year of growth for this subsector.

Source: Giving USA

Making Your Plans....



Do **NOT** rely only on the Rotary Foundation to fund your project. You *must* reach out to other Rotary Clubs, individuals you know, other organizations, corporations, foundations. Individuals should be your best bet.

- 1) Appoint someone on your committee to be the outreach coordinator. That Rotarian can contact other Rotary clubs inside and outside your district to make a presentation and ask for funds.
- 2) Decide on whom you will approach and when (Rotary clubs, individuals, corporations and foundations).
- 3) Create a list of sponsorship opportunities for your project

Ask other Rotary Clubs in our District and beyond for their help

- 1) Develop an e-mail you can send to the President of all the clubs in our District (Look in the District Directory).
- 2) Develop a flyer or brochure about your project. This can also be used as a Facebook page if you save it in jpg format.
- 3) Develop a video about your project.
- 4) Develop a letter of commitment from other clubs
- 5) Put your project in the District 7490 Bulletin by sending it to Bonnie Sirower at Botzie@aol.com. This is published every other week. After July 1, send the information to June Bertini (Park Ridge), who will be handling club events for the Bulletin.
- 6) Ask your members if they have friends in Rotary Clubs in other Districts in the USA or outside the United States. Those clubs, if they join you, can also apply for District Designated Funding and Rotary will match that at 80% of what they get.



Create a one-page flyer about your project

Save it in jpg, PDF and Word for
maximum distribution potential

You can make a difference in people's lives by helping Fair Lawn Sunrise Rotary Club (NJ) provide desperately-needed clean water to people in Juticalpa, Bay Islands, Honduras!



Join Fair Lawn Sunrise Rotary Club and the Rotary Club of Roatan, Honduras in providing clean drinking water to all of the residents of this town with a new solar-powered well, a distribution system throughout the village and filtration units in each home.

WE ARE IN THE HOME STRETCH OF RAISING THE MONEY WE NEED!

WILL YOU HELP?

To donate, or to find out more information, go to

www.FLSunriseRotary.org

Donations are tax-deductible, EIN:86-2354086



Create a Video about your project



Ask a member skilled in media to create a video on the project that you can share with others when you make your presentation

OR

Create a video using your smart phone, then upload it to you Tube using Vimeo or another service

Sample e-mail to other Rotary Clubs

Dear _____

Our Rotary Club of _____ is partnering with the Roatan Rotary Club of Honduras and the Chico Sunrise, California Rotary Club to bring fresh water to Juticalpa, a small town on Roatan Island in Honduras.. Only 60% of the 150 families there have ANY access to water at all, and none of the water in that town is even potable.. We are planning to build a solar-powered well, renovate a water tank for the whole community, link all the homes to the water, provide filtration and chlorine tablets to make the water potable, and train the people of the town about water hygiene and sanitation.

We would love to make a presentation to your Rotary Club about this project and our role in it. The presentation will take about 20 minutes in total and will include a video that you can preview If you go to www.FLSunriseRotary.org, like to present to your club. (Fill in names here) of our Rotary Club of _____ will be joined by District 7490 and Fair Lawn Sunrise Rotary members DGND John Cosgrove, the project's Chair, Beverly Herman Rivera and PDG Bonnie Sirower, plus Mike Whittry, co-President of the Roatan Rotary Club, will also join us to answer any questions.

We are asking clubs throughout our District and beyond for assistance in making this project a reality. On the website, you will also see a "wish list" of the parts of the project we hope your club might consider supporting.

Would _____ *(fill in date and time)* work for you? All we would need is the Zoom link for your meeting, and for you to give permission to Beverly Herman-Rivera to share her screen. We can be very flexible with the dates.

We look forward to meeting you on Zoom.
THANK YOU!

Yours in Rotary service,

Script for The Juticalpa Water Project presentations

In order to be consistent in the message we give to the many clubs we present to, please follow the script below. Having this script available will allow any of the committee members to lead a presentation and keep the time to approximately 20 minutes.

START here:

1. Thank you (name of President here) for inviting us to present “The Juticalpa Water Project” This is a project of The Roatan Rotary Club of Honduras and The Fair Lawn Sunrise Rotary Club as their international partner.
2. Introduce committee members present and thank Mike Wittry President of the Roatan Rotary Club for joining us from Roatan.
3. We will be showing you an 8-minute video produced by a talented member of our club that will explain:
 - How we learned about the project
 - Details about the community and their needs
 - What we will be providing including the budget
 - Information about our website where we have our video posted and information on how you can partner with us
 - There will be a “wish list” on the website so clubs can pick and choose which items they would like to donate
 - Our need for financial support from other clubs like you to help us get this done
4. Mike will be taking your questions after the video

So....without further ado..... show the video now

Closing:

- As you can see, we have a strong committee that has been working hard on writing the grant application, applying for DFF funding, organizing the web site and we are working on establishing a 501-c3 status to increase our donations.
- We have a number of club presentations lined up including a district wide virtual presentation
- The Roatan Rotary club has a committee also working on their end.



Roatan, Honduras Rotary Club
Fair Lawn Sunrise Rotary Club (NJ)



**Juticalpa, Bay Islands,
Honduras Water Project
*Letter of Commitment***

This is to certify that the Rotary Club of _____,
Club Number # _____ in District _____ will pledge
\$ _____ toward the Roatan Rotary Club and Fair Lawn Sunrise Rotary Club's Juticalpa ,
Bay Islands, Honduras Water Project.

Please check:

_____ Please use this donation for any part of the project.
_____ Please use these funds for the _____
_____ portion(s) of the project.
(Please see the back of this for more information.)

We understand that our club's name will be included on commemorative plaques displayed at the well and in Juticalpa.

___ We would like to make a pledge now and you will contact us later for our check.

___ We are enclosing a **check payable to:** Sunrise Rotary Foundation of Fair Lawn. Please put Juticalpa Water Project in the memo area. Donations are tax-deductible: EIN 86-2354086

Please send checks along with this form to Fair Lawn Sunrise Rotary Club, PO Box 112, Fair Lawn, NJ 07410.

You can also donate using Pay Pal or major credit cards on the club's website at: flsunriserotary.org. If you need more information, please contact us at flsrwater@gmail.com.

Signed: _____ Name of President: _____

Date: _____ E-mail: _____

Thank you SO much for your commitment to this project!

The Juticalpa Water Project Committee

- Beverly-Herman-Rivera, Chair, Roatan1405@gmail.com, FLSR
- DGND John Cosgrove, rcosgrove@atlantichandling.com, FLSR
- Jennifer Bilik-Murray, jbilikmurray@outlook.com, FLSR
- John Gil, johngil201@gmail.com, FLSR
- Marianne Pettineo, mpett119@gmail.com, FLSR President
- PDG Bonnie Sirower, Botzie@aol.com, FLSR

Use Rotary Showcase to Find Partners

Rotary and Rotaract clubs can now seek project partners through Rotary Showcase. As part of the new feature, your club can list proposed projects and seek partners for financial or other support, share your project budget for global grants, and connect with other clubs to build relationships, all with the goal of implementing new service projects to improve communities around the world.

Log onto My Rotary, then click on TAKE ACTION.

Click on Rotary Showcase. You will then see a checklist you can fill out.

IF YOU WANT ANOTHER CLUB TO JOIN YOUR CLUB'S PROJECT

1. Provide clear project details. If you intend to apply for a global grant and are seeking international partners, make sure to include information about community assessment, intended project outcomes, and project sustainability.
2. Use the Related Links section to link to financing plans, project proposals, or social media posts about your project.
3. Upload photos that will tell a story about your project.
4. List your other projects that are completed or in progress on Showcase. These will help potential partners get to know your club.
5. Respond promptly to questions when contacted by potential partners.

IF YOU WANT TO JOIN ANOTHER CLUB'S PROJECT

1. Search first by project status to find proposed projects that are seeking partners. You can narrow your search by filtering for global grants projects or by country or category.
2. Look at the club's completed projects to get a better idea of the club's capabilities.
3. Use the contact button to email the project creator.

Use Your Club's Website to Promote your Project

1. Include LOTS of pictures.
2. Include an over-all description of what you are doing.
3. Keep it short and make it simple to donate.
4. Have at least two donate buttons



Create a Wish List and Opportunities for Sponsorship for Individuals and Groups

(based on your project's budget)



Provide suitable water containers to all homes to prevent disease: \$ 5,000



Install PVC pipes, valves, and connections: \$6,500



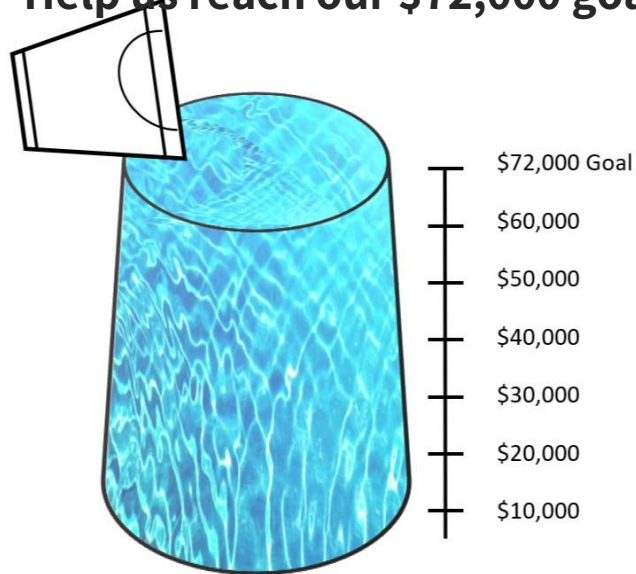
Install a solar system and electric controls: \$16,500



Install pipes and spigots to all homes: \$8,000

Use Your Club's Website to Promote Your Project

Help us reach our \$72,000 goal!



Include a barometer or another picture to let your donors know how well fundraising is going.

Your generosity will be acknowledged on a plaque on each piece of equipment or on the back of any brochures used as training materials. If a fellow Rotary Club, your club will be listed as a partner in this endeavor. Although you will be recognized for what you have chosen, all donations will go toward the total expenses of the project.

Make it easy to donate by using PayPal or a similar app

Donate to
Fairlawn Sunrise Rotary
Water Project

\$ _____
USD

\$1 minimum donation

____ MAKE THIS DONATION MONTHLY

Pay with PayPal



- 1) Include a large donate button on your website that clicks directly to the payment options you choose
- 2) Make it easy to pay using PayPal or a credit card. Include the option for the donor to pay for PayPal administrative fees.
- 3) Allow an option to donate monthly.
- 4) Include your club's mailing address and clearly state that donations should be made to your club's 501(c) 3 organization's name so that donors can deduct their gift when calculating their taxes.

Include a list of your donors and update the list regularly.

The Bergen Highlands/Ramsey Rotary Club, New Jersey
The Rotary Club of Chico-Sunrise, California
The Covina Sunrise Rotary Club, California
The Englewood Rotary Club, New Jersey
The Rotary Club of Fair Lawn -Sunrise, New Jersey
The Fort Lee Rotary Club, New Jersey
The Hackensack Rotary Club, New Jersey
The Indian Hills Interact Club, New Jersey
The Jersey City Rotary Club, New Jersey
The Meadowlands Rotary Club, New Jersey
The Northern Valley Rotary Club, New Jersey
The Oradell/Emerson Rotary Club, New Jersey
The Palisades Rotary Club, New Jersey
The Rotary Club of Quesnel, British Columbia
The Rotary Club of Roatan, Honduras
The Rotary Club of Rossmoor (Walnut Creek) California
Rotary District 7490
The Teaneck Rotary Club, New Jersey
The Tenafly Rotary Club, New Jersey
The Wayne Rotary Club, New Jersey
The Williams Lake Daybreak Rotary Club, British Columbia
The Wyckoff Rotary Club, New Jersey

Use Social Media to Fund Your Project

- 1) Ask all your members to post the project on their individual Facebook pages and create an opportunity to donate.
- 2) Once you have a 501(c)(3), create a Facebook page just for the project.
- 3) Ask your members to create a birthday fundraiser. Facebook will collect the money, sometimes double it, and return it to your foundation at no cost to you.
- 4) Put pictures of the project before you start and as the project commences on Instagram and short videos on TicToc.

You can make a difference in people's lives by helping Fair Lawn Sunrise Rotary Club (NJ) provide desperately-needed clean water to people in Juticalpa, Bay Islands, Honduras!



Join Fair Lawn Sunrise Rotary Club and the Rotary Club of Roatan, Honduras in providing clean drinking water to all of the residents of this town with a new solar-powered well, a distribution system throughout the village and filtration units in each home.

WE ARE IN THE HOME STRETCH OF RAISING THE MONEY WE NEED!

WILL YOU HELP?

To donate, or to find out more information, go to
www.FLSunriseRotary.org

Donations are tax-deductible, EIN:86-2354086



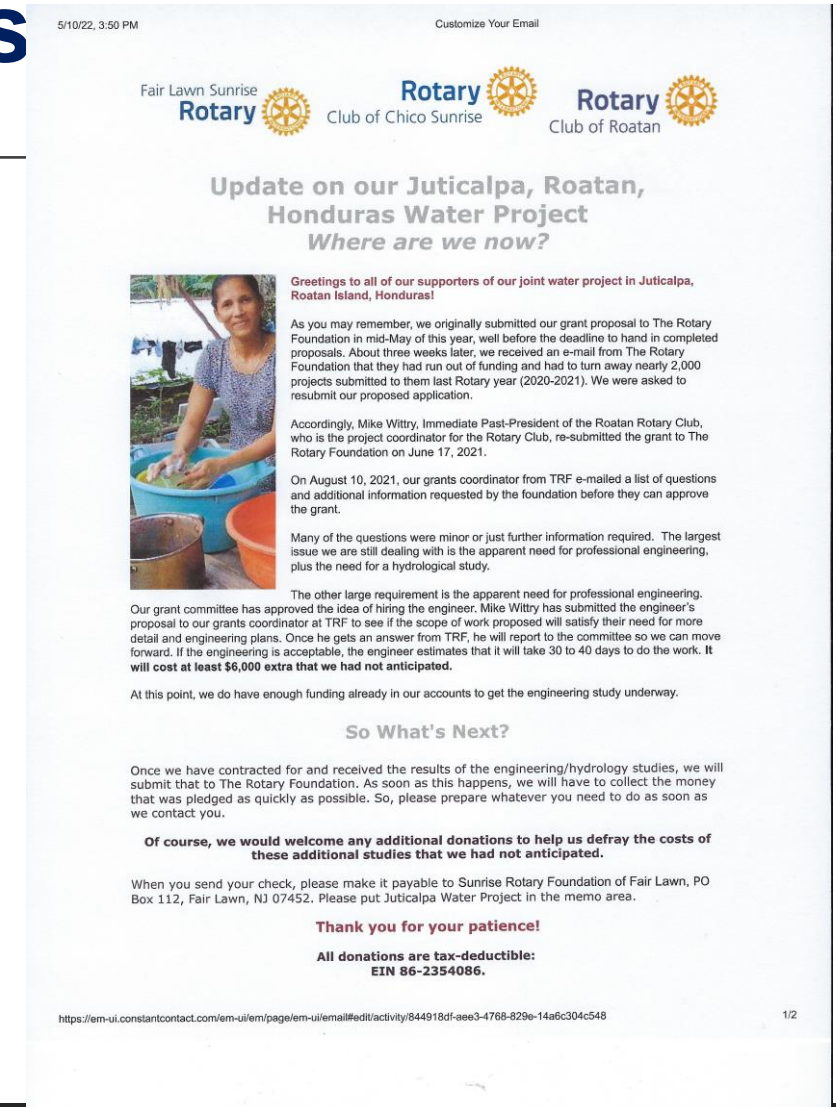
Ask Corporations and Foundations for their Assistance

1. Corporations account for only 5% of total giving in the United States. Foundations account for only 12% of total giving in the United States.
2. Check using the corporate website or the online Foundation Center to find corporations and foundations that will fund your type of project.
<https://fconline.foundationcenter.org/welcome/quick-start>
3. Find corporations and foundations where you or someone in your club knows somebody. First try the corporations where your members work to help fund the project, then corporations where your Rotary Club is located or that you patronize.
4. Check to make sure that wherever you apply is eager to fund the same kind of project you want funded. Make sure you can answer all of their questions.
5. You should NEVER send the same proposal to several different foundations (known as a scatter-gun approach). Once you have a template completed, however, you can generally tailor your proposal to fit each foundation's mission (only when it is appropriate).



Create a quarterly newsletter to keep donors informed of your progress

- Use Constant Contact or similar app. Go to ConstantContact.com and try a month for free.
- This allows you to personalize your outreach by clearly defining the group you want to address – and changing the publication slightly, if necessary.
- Update your newsletters with the names of new donors
- Attract interest by using LOTS of pictures and videos.



So go out and get your projects funded!



Thank you

PDG Bonnie Sirower, CFRE

Botzie@aol.com

201-446-1814

