

The “Ask”

You are helping your fellow club members take the important step in their Rotary journeys to become supporters of THEIR...OUR...Foundation...to become Rotarians.

- Different from a simple transaction as in buying a raffle ticket
- It's a ‘Vote’ to support The Foundation
- Donation is evidence the donor believes in The Foundation's mission, and The Foundation's work is part of who they are

Helping club members take the step:

- Starts with your Annual Fund presentation to the club...be upbeat, passionate
- Continues with making it easy for them to take the step
- Brief announcements at club meetings encouraging those who haven't taken the step to do so now (always have the forms with you)
- Very brief reports at club meetings on progress your club is making toward 100% participation...as with Polio, we can be “just this close” to being an Every Rotarian Every Year (EREY) club.
- Club members who already donate should be asked to give one minute or less testimonials on why they support The Foundation
- Club members who decided this year to donate should be asked to give one minute or less testimonials on why they decided now to support The Foundation
- Make your presentation the club program that day, which will give you and your club members to talk about The Foundation, hear from those who give, answer questions, and fill out donor forms. When this presentation is a footnote, rather than the main focus of the meeting, results suffer. November is Rotary Foundation month and a perfect time for you and others to take charge on at least one meeting for the purpose of promoting The Foundation and increasing club participation.
- Work with the club president to gain his/her support in meeting the goal

Ideas for encouraging the member who is resistant to donating. One on one conversation:

- “John, I'm not pressuring you to contribute to The Foundation. I just need your help in understanding why you won't support our foundation. You may have very good reasons.”
- “John, our club and the district are very interested in developing support for The Foundation, and your thoughts may help us in our efforts.”
- “John, are you reluctant to contribute because of something about The Foundation? Is it about how The Foundations spends its money? Is it about the amount of contribution we're asking for? Is the timing of our request difficult for you? Would you be willing to speak with me again after you've had more time to think about it? When should we plan to talk again?”

Information you gather by speaking with reluctant donors could be very useful in developing foundation programs. Please let the district know what you are learning through your process.