

# ***“The 2016-17 Club and the Rotary Foundation Game Plan”***

## ***Key Points, Actions to Consider and Creative Ideas***

### **Doing Good in the World: Grants**

- **Key Points**

- ✓ Participating in grant-funded projects provides extensive member benefits.
- ✓ TRF is unique in projects are created, funded, and implemented by Rotarians. All grant funded projects require active Rotarian participation.
- ✓ Rotary’s vehicle for “Doing Good in the World” are TRF grants. Humanitarian service, vocational training teams, and scholars can all be funded through both District and Global grants.
- ✓ Working with TRF leverages our financial resources.
- ✓ Encourage your members to identify needs and suggest projects.
- ✓ Look for international service partners through RYE, international travel, Rotary conventions, Rotary events, Project Fairs, etc.
- ✓ Use Rotary ideas to both find projects to partner on and to seek partners, funding or volunteers for your own projects.
- ✓ Partner with other clubs in your District and beyond.
- ✓ Make sure you know the rules in your District along with timelines so you can use TRF to help fund your projects.

- **Action to Consider**

- ✓ **Check to make sure your Club is qualified to apply for and receive a District or Global Grant by attending one of three grants workshops.**
- ✓ **Turn in the required signed MOU, Financial Agreement to the District**
- ✓ **Apply for a District Grant or Global Grant this year**
- ✓ **Join with other Clubs and or other Districts in an already planned or established District or Global Grant**
- ✓ **Search Rotary Showcase for ideas for Grants**
- ✓ **Put one of your community or international projects on Rotary Showcase**

- **Creative Ideas**

- Celebrate the six areas of focus during its assigned theme month.
- Show short TRF videos during club meetings.
- Plan Club programs that feature projects of interest, showcasing the impact of our work through the Rotary Foundation.
- Invite beneficiaries of your projects to speak to your club.

- Recognize and celebrate your members and their participation.

## **Gifts for Today: Annual Giving**

- **Key Points**

- ✓ Through our gifts to the Annual Fund, we are supporting projects that create lasting benefit in the lives of others, both here at home and around the world.
- ✓ We are not sending dollars to Rotary International; we are sending dollars to Rotarians, including ones in our own District. These dollars are used to implement projects in their communities, projects that improve health, support education, alleviate poverty, build peace, and bring hope.
- ✓ Fifty percent (50%) of our donations to the Annual Fund come back to our District to be used for District grants and matching funds for our projects, both international and local.
- ✓ The Rotary Foundation is recognized for its outstanding stewardship, transparency, and accountability.
- ✓ We need to give each year as the Annual funds are all spent for projects and programs.
- ✓ Rotarians give to the Annual Fund because their hearts are touched, they want to make a difference, there is joy in being able to give, they recognize the impact we as Rotarians can make through our Rotary Foundation, or a combination of the above.
- ✓ Always thank donors, making recognition special and heartfelt
- ✓ Build a strong Foundation team, support their training, create a plan with the help of the club, work that plan, and celebrate your progress.
- ✓ Lead by example

- **Action to Consider**

- ✓ **Set a goal of at least \$526 to be given by your Club to the Annual Fund**
- ✓ **Ask each member to support the Foundation this Centennial year with at least a donation of \$26.50.**
- ✓ **Attain at least an average of \$100 per capita in your Club this year**
- ✓ **Attain a five year high of total giving to The Rotary Foundation in celebration of the Centennial Celebration**

- ✓ **Attend the Valley Foundation Luncheon in Visalia, Fresno Area Dinner, November 16, 2016 to hear Rotary 25/26 Zone Director, Brad Howard.**
  - ✓ **Attend the Coastal Foundation Luncheon in Monterey noon, Dinner in Salinas, November 17, 2016.**
  - ✓ **Extend an invitation to your Club to attend the 5230 Centennial Foundation Dinner in Monterey with Rotary International President, John Germ February, 10, 2017.**
- **Creative Ideas**
    - Share the story of Our Rotary Foundation in multiple ways:
      - Club meetings featuring projects
      - Short videos during meeting
      - Rotary Foundation or Thought at Club meetings
      - Social Media Postings
    - Celebrate your Club's giving and participation
    - Have Annual fund materials (including what a gift funds, PHF, PHS) on a special table at your Club meeting.
    - Give donors an opportunity to share why they personally support TRF when you are thanking them in a Club or District presentation.
    - PHF or PHS Squares
    - Invite an alumnus (Peace Fellow, Rotary Scholar) to speak at a meeting
    - Provide education on the Rotary Foundation in fun ways (Rotary Jeopardy, skits, etc.)

### **Gifts to End Polio Now**

- **Key Points**
  - ✓ Share the impact on the world of the eradication of polio and what a privilege it is to be a part of ending polio now and forever.
  - ✓ In order to receive donations, awareness needs to be raised.
  - ✓ Every club is requested by The Rotary Foundation to raise at least \$1,500 each year. While it is important to give your Rotarians a chance to give, consider raising funds in your community.
  - ✓ Every gift through 2018 will be matched 2:1 by the Bill and Melinda Gates Foundation.

- ✓ Governments of the world are important partners. Consider inviting your government officials to a program on polio eradication and thank them for their continuing support.
  
- **Action to Consider**
  - ✓ **Set a goal for your Club to give to Polio this year. Clubs are being asked to set a goal of \$2650 for the 2016-17.**
  - ✓ **Plan a Rotary Polio awareness event in your city. Collaborate with another Club to make it happen.**
  - ✓ **Engage Rotarians that are newer to Rotary that have not had the opportunity to know the Rotary Polio Story.**
  
- **Creative Ideas**
  - Celebrate World Polio Day on October 24, 2016
  - Do a purple pinkie project.
  - Participate in the World's Greatest Meal
  - Hold a walk, run, swim, bike, skate or climb event for the benefit of raising funds to eradicate or join one already being held.
  - Participate in Miles to End Polio in November 2016.
  - Do loose change for polio at your Club meeting using Polio Cartons .
  - Do a panhandling for polio in your neighborhoods.
  - Create a special item for sale at club meetings and have funds go to ending polio.

### **Gifts for Tomorrow: Legacy Giving**

- **Key Points**
  - ✓ Endowment funds are never spent and investment earning support grants and programs in perpetuity.
  - ✓ By giving a legacy gift, good works continue even after you are gone, providing ongoing support for the programs you care most about.
  - ✓ There are multiple options available and a number of vehicles for creating your legacy.
  - ✓ Gifts are easy to make either through making a notation in a will or trust and letting TRF know that this has been done. Have Legacy brochures available at meetings.

- **Action to Consider**
  - ✓ **Review your Club's giving to the Endowment Fund**
  - ✓ **Set a goal of increasing by at least one person or one level by one person in either Benefactor or Bequest**
  
- **Creative ideas**
  - Shows short videos at club meetings on Rotary's six areas of emphasis or on ways to give.
  - Have members who are Benefactors/Bequest Society members tell why they have made the Rotary Foundation a part of their estate plan.
  - President/ Board make a contribution to the Foundation Legacy Giving
  - Have Legacy Brochures available.