



NORTH CENTRAL PETS
MARCH 5, 2011

Subject Area: **Fund Raising Ideas...*Food, Flowers, Fellowship—
Making Money While Having Fun!***

Learning Outcomes: At the end of the session, President-Elects should be able to...

- Identify several purposes for fundraising.
- Identify different types of fundraising clubs could use.
- Review past fundraising events and why they were successful.
- Identify measures of success.
- Outline a plan of action.

Learning Methods: Presentation & Facilitated Discussion of Case Studies

Key Topics:

- Why fundraise in the first place?
- Research of past events and those conducted by other clubs.
- Who are the beneficiaries?
- How to know when successful?
- Action Planning—**Who** will do **What** and **By When**?

Materials: Case Studies*
Fund Development Best Practices
Fundraising Survey
Auction tips & Ideas
Successful Fundraising
Rosefest Committees

AV Requirements: Flip Chart and Markers

Worksheets: Case Studies (see page 2)

Other Resources: None Required

[*Source: Adapted from Pacific Northwest PETS]

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Case Study: **Number 1**

For 25 years, a club of 60 members has held a fundraising auction. It has become a major community event. Some members have voiced concern that there is too much drinking. Guests get so loud that it is hard to hear the live auction or to have conversations at dinner. The suggestion is to curb alcohol and reduce the number of live auction items so that the event is more “civilized.”

Other club members argue that the event is a success because it’s more like a party than a fundraiser. They say that many of their guests who attend every year and spend money might not come if the club changed the format away from “fun and fellowship.”

Questions and considerations...or, What do you recommend?

Case Study: **Number 2**

For over 15 years, a club of 101 members has had a very successful raffle. All members are expected to sell tickets at the \$400 plus level and 80% have done that and more. The project begins in June and ends in October.

The members are becoming worn out because of the amount of time involved selling tickets. Those with many business contacts find it easier to sell than those who are retired or working in positions where they are not able to promote their Rotary fundraiser. Amount raised is over \$50,000.

Questions and considerations...or, What do you recommend?

Case Study: **Number 3**

Club is 9 years old with 21 members—the majority of whom are past presidents. A founding member of the club has been the chair of a successful fundraising project for the past 8 years. He is now involved in other projects and informs the club that after this year he will no longer chair the project. At a club assembly, he is asked to take on a co-chair to train him on how to run the project to insure continued success.

He refuses, saying he does not believe in co-chairs because the chair does all the work. In addition, he says the entire committee, which has been the same over the years, is also resigning.

When a new committee is formed with co-chairs, the previous chair says he does not have any electronic records of past events. He says the new chairs can come to his office to read the material in a file and make copies as they wish.

Questions and considerations...or, What do you recommend?
