

## **PRESIDENTS-ELECT TRAINING SEMINAR**

**March 4-5, 2011**

**Dubuque, Iowa**

### **Fundraising Breakout - Saturday, March 8, 2011**

#### **Participants:**

#### **Why do we raise funds and who are the beneficiaries of the dollars raised?**

Support Scholarships for students,  
Support our Community Service Projects – libraries, parks, projects of other clubs, etc.  
Support our International Service Projects – water projects, hearing aids, wheel chairs  
Support our District Projects  
Support STRIVE, RYLA, and Camp Enterprise  
Support own club  
Create fellowship within the club  
Create publicity for the club and for Rotary

#### **How do we know if the fundraiser was successful?**

People talk about the event  
Club receives recognition as a result of the event  
Image of club and Rotary is enhanced  
Fellowship within the club is enhanced

#### **Requirements of a Successful Fundraiser**

Identify the reason for the fundraiser  
Identify an event chair  
Break down the event into committees  
Identify leaders for each of the committees (spread responsibilities around among members)  
Develop an evaluation tool  
Hold wrap-up meeting and review evaluation tool

#### **Fundraiser Ideas**

Shoes for Kids – work through school nurses, solicit businesses  
As part of another event such as an arts festival (Marian, IA)  
    Park Cars/bicycles  
    Serve chicken dinners  
    Dessert auction  
    Sell tickets for ring toss (select bottles of donated wine)  
Bake delectable desserts as part of a banquet and auction off desserts (one fewer dessert than tables)  
Dinner gala and live/silent auction (make sure recipient(s) of dollars are highlighted)  
    Offer trip to wonderful destination including travel  
    Homemade peanut butter  
    Dancing with the stars  
Yardline program – which sports team wins  
Recycle Cans  
Sell Christmas wreathes

Rose Sale – Thanksgiving – yellow ones or some other holiday  
Turkey trot – 5k or 10k race.  
Used book sale (could be issue with library)  
Taste of Roseville – event that highlights area  
Sell tickets to an event – symphony, etc.  
Sell wine/beer at local events (need liquor license)

### **Case Studies**

#1 Auction Dinner with drinking that has become as an issue

Bar open limited hours

Raise the charge for drinks

Auction ticket would include alcohol ticket

#2 Sell very expensive tickets for an event using the internet/email (paypal) Members are tired of it.

Create incentive

Reward the biggest sellers

Offer Points to earn Paul Harris

Build competition - create teams to sell tickets

#3 Successful project but always run by one chairperson. Now the chairperson is stepping down and won't help with the event

Try to learn about the event from committee members.