



Rotary Fundraising

An Informational Document About Fundraisers and Their Execution

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Overview

This booklet will be discussing different ways a Rotary Club can approach fundraising events. This document will begin with general recommendations that can assist with any fundraising event. After that, this document has defined 6 different categories of fundraising activities.



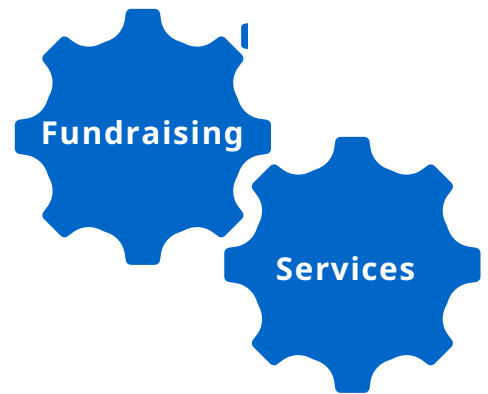
This document is based off of research done using scholarly sources, interviews with Rotary clubs as well as looking through the websites and social media platforms of 74 different Rotary and Rotaract clubs. The clubs that we focused on are mainly in the United States of America and Italy.

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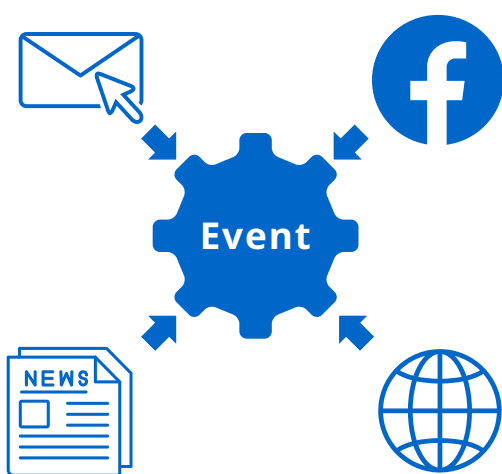
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General Findings

In our research, we found the best general practice is to connect fundraisers with specific services that the event is supporting. People will be more inclined to donate money when they have a good understanding of how their money will be used. The more impactful the service, the better the fundraiser will perform.



Two different general approaches to fundraising consists of having a large amount of people donate little money, and having a little about of people donate a lot of money

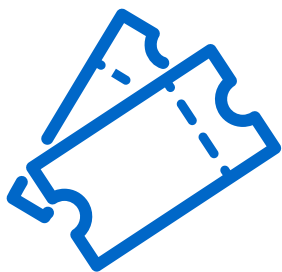


Another tenet of an effective fundraiser is how the event is promoted. There should be several ways that people can find out about the event. Promotion though social media and online presence is a great method that most organizations use, but flyers and local media sources are also beneficial .

Contest Events

An event where participants pay an entry fee to partake in a competition for a prize, with the profits helping fund a service. They're a great way for people get involved with the event and create a friendly competitive atmosphere.

One key example of a contest events in Italy are auctions, where items are sold to the highest bidder. It is an effective type of event, especially when the items offered coincide with the interest of participants. Due to the fact that the auction is charitable, people are motivated to bid in an effort to donate to the cause.



The most common type of contest events in America are raffles, where participants purchase tickets and have a chance to win a prize. This event can supplement other types of fundraisers without needing a lot of effort. A suggestion to further improve this method is by discounting ticket prices as people purchase in bulk.

An additional type of contest event is sports tournament, which is commonly done in both America and Italy. The most typical activities are sports focused on individuals or very small groups such as golf or tennis tournaments. By centering the fundraiser around an active hobby, donors become more engaged with the fundraiser.

Examples From Clubs Contests



The Rotary Club of Venezia holds a yearly auction supporting different organizations, such as art3 or AIL.

The Rotaract Club of Batavia Illinois holds an annual raffle that raises around \$25,000 each year.



The Rotaract Club of Mestre Insieme held a tennis tournament.

Food/Beverage Events

An event where the food and drinks are the central aspects of the event.

The main way that food and beverage events are done through Rotary is by expanding on the weekly meetings held by the club.

A simple way for smaller clubs to use this fundraising method can include having a member cook for the meeting or working closely with a local restaurant.

Other clubs open dinners to the public by having them pay an admission fee. This usually comes with a promotion alongside the dinner, an example being a guest speaker participates at the dinner.

With external events, organizations work with restaurants or other businesses. A club will typically do a lot of promotion for the business and a portion of the profit will go to the Rotary Club for their promotional efforts.



Examples From Clubs: Food/Beverage



In America, a common event is having periodic lunches or dinners with guest speakers.



Both the Rotaract Clubs of Roma and Vicenza have done food and wine tasting fundraisers.



In Boston the Pint for Polio campaign donated a dollar to End Polio Now for each pint of beer that was bought.

Performance Events



An event where there is a spectacle or show that is displayed for people who pay an entry fee to go see .

There are two parts to a performance event, the show and the venue. The show can vary widely, with common practices being concerts or plays, but anything that the community may appreciate will work perfectly. The venue can be anywhere with a stage or space large enough for the desired audience.



The greatest strength of a performance event is that it can draw in a large audience that can attract people to the Rotary Club and their causes. The larger and more spectacular the event, the more people that will participate and the more funds that will go to club.



Examples From Clubs Performance



Rotary International hosted a successful performance event in Rome, where they played the movie *Gladiator* at the Colosseum alongside a symphony orchestra. This event received publicity and allowed for more people to support End Polio Now.





Giovedì 8 giugno
El Rustego - Rubano

Concerto pianistico con
Eleonora e Beatrice Dallagnese



<p>F. Schubert: Fantasia D 940 op. 103 (Eleonora e Beatrice)</p> <p>F. Chopin: Ballata op. 38 n. 2 (Eleonora)</p> <p>F. Chopin: Ballata n. 1 op. 23 (Beatrice)</p> <p>J. Brahms: Danze Ungheresi n. 1, 4, 5 e 8 (Eleonora e Beatrice).</p>	<p>Programma</p> <ul style="list-style-type: none"> ■ 19:30 Accoglienza ■ 19:50 Saluti e introduzione <i>Giorgio Enrico Gerunda</i> <small>Presidente Rotary Club Padova Est</small> ■ 19:55 Saluti e ringraziamenti <i>Giampaolo Pinton</i> <small>Presidente Festival Bartolomeo Cristofori</small> ■ 20:05 Introduzione <i>Alessandro Tommasi</i> <small>Direttore artistico del Festival Bartolomeo Cristofori</small> ■ 20:10 Inizio concerto ■ 21:10 Cena
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Si raccomanda la puntualità, grazie.

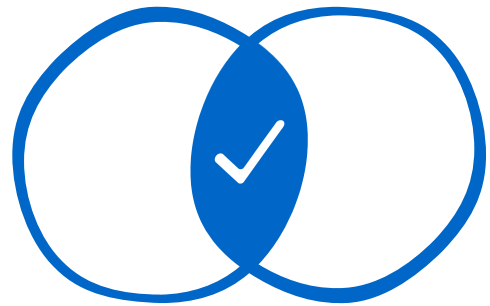
Many Rotary Clubs in Italy, like in Trieste and Padova Est., host concerts with a local artist to help support their fundraising efforts.

Business Partnership



Events where the club collaborates with another organization in order to tackle a larger event together.

These events overlap closely with other types of events, which points out that none of the events disclosed are exclusive to each other. Combining aspects of these different types of events can be a good way to make an effective fundraiser.



The key to partnering with another organization is playing to each other strengths. The Rotary Club community is a strength that another organization might be looking for due to the welcoming of a new audience and a greater outreach.

Examples From Clubs Business Partnerships



The Lake Mahopac Rotary Club work with Philadelphia Phillies and other Rotary Clubs near by to make a Strike Out Hunger night to promote End Polio Now.

The Rotary Club of Firenze sponsored a play to support the White Milk Foundation, which gave medicine to areas of Ukraine.



	<p>Rotary Club Roma Sud Est</p> <p>Prenotazioni telefoniche 06.5501390 o mail segreteria@rotaryrom asudest.com</p> <p>posti limitati</p>	<p>VISITA CULTURALE</p> <p>SABATO 10 DICEMBRE</p> <p>ORE 11,30</p>
<p>Costo € 22.50 comprensiva di guida dedicata</p> <p> IMMAGINA IL ROTARY</p>		<p>VAN GOGH</p> <p>PALAZZO BONAPARTE ROMA</p>

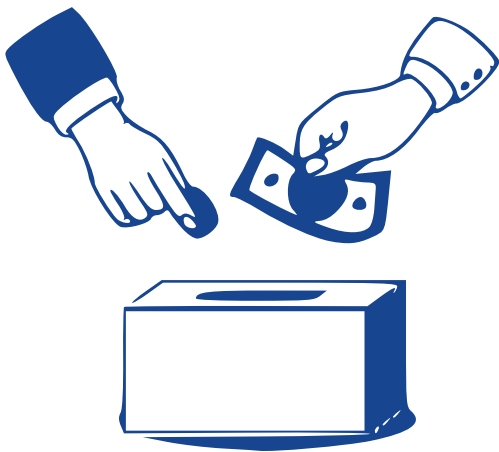
Many Rotary Clubs in Italy, like in Roma Sud, will offer tours of museums.

Direct Donation

A type of fundraising campaign where people donate money or goods directly to a cause.



Direct donation events may also feature donation matching, where a generous sponsor will donate either the same amount or a set portion of donated funds.



One type of direct donation event is crowdfunding. This event is typically hosted on an online platform (such as GoFundMe in America or IdeaGinger in Italy), and often features promotional videos or similar materials to promote the cause the event is fundraising for. Crowdfunding campaigns also may offer certain rewards to donors who contribute a certain amount of money to the cause.

Examples From Clubs

Direct Donation

A good example of crowdfunding that performed well in Italy was Dis-Ordine, which is closely associated with the Rotary Club of Padova Contarini. They were able to raise 228% of their goal for funding a concert with the organization




€13.655 su €6.000
31 donatori

OBIETTIVO RAGGIUNTO!

DIS-ORDINE CONCERTO PER
VIVIAUTISMO ODV ...

by VIVIAUTISMO ODV





Families are torn apart. Some to be united in foreign lands. Some will fill unmarked graves. Many, with your help, will find family and friends.


Three ways to donate today!

- 1: Click the Donate Now button to the left.
- 2: Send your tax deductible* checks to: Rotary Club of Weston & Wayland, 470 Boston Post Road, Weston, MA 02493 in the Memo Section please write: Ukraine Relief Fund
- 3: Please visit www.westonwaylandrotary.org

Thank you!



Rotary Club of Weston and Wayland
470 Boston Post Road, Weston, Massachusetts, 02493
www.westonwaylandrotary.org



* Donations are received through the Rotary District 7910 Charity Fund (RD7910CF), an approved 501(c)(3) which has been set up to receive donations for the Rotary Club of Weston & Wayland. Your net donation will be less credit card processing fees. An IRS approved donation letter will be sent to the donor's address. Please consult your tax advisor for details or contact us through our webpage at <https://westonwaylandrotary.com/>

Rotary Clubs also promote ways to directly donate to an immediate cause, like the relief fund for Ukraine

Goods Selling

A type of event where the organization sells physical goods with a portion of the sales going to service fund. Typically the goods being sold are donated by the organization's members or donated by local artisans or businesses.



An important part of planning a goods selling event is tailoring the goods to the event's target audience. This ensures that there will be interest in the event, and that the audience will be able to afford the goods being sold.

Another aspect of planning an event is acquiring the goods to sell. While they could be purchased from the market, the event will be much more profitable if it can bring in the goods in from members (either donated or made), or from local businesses. These donors could either donate goods for free or offer them at a discounted rate.

Examples From Clubs Goods Selling

The Rotaract Club of Venice sold chocolates to raise funds for the AIRC and their cancer research.



In order to help fund their Casa Rotary Service, The Rotary Club of Treviso Nord partnered with a local pastry shop to sell bags of pastries with cards from kids too.

The Rotary Club of Arzignano set up a booth in a market every spring, selling local artwork and books.



In Santa Fe, they have a pancake sale each year for the for the 4th of July that raises tens of thousands of dollars.