

**Winning Ideas for Achieving Every Rotarian Every Year**

- 1. Create or revamp your Rotary Foundation Committee.** Create a specific training session for them on EREY to help raise awareness and answer questions. ASK THE COMMITTEE TO MAKE THEIR GIFT FIRST. Utilize past or future leadership, Assistant Governors, or any dedicated Rotarians will to serve as “EREY Managers.”
- 2. Have a respected member of each club write a letter to every Rotarian** in the club asking for an Annual Programs Fund contribution. Personalize the letters and ask for increased contributions from those Rotarians who are known to have capacity. Follow up the letters with personal phone calls from a member of the club foundation committee.
- 3. Use available Rotary Foundation Recognitions Points as a match incentive** to raise new money. I sent a detailed memo on using FRPs last month. Please note the transfers of FRPs are not included in computing Major Donor status, which is defined as “\$10,000 of personal giving.”
- 4. Get the club involved in international service projects or local community service projects that involve Rotary Foundation funds** (that is, Matching Grants or District Simplified Grants). Once clubs see how they can benefit from Foundation dollars, they are more generous in their gifts.
- 5. Hold a Rotary Foundation dinner or event inviting all members and their spouses.** Highlight one of the programs of The Rotary Foundation with a speaker or program, for example, Ambassadorial Scholars, Group Study Exchange, or Matching Grants. Consider combing a silent auction to augment the program. Donate the proceeds of the event to The Rotary Foundation.
- 6. Arrange for outstanding Rotary Foundation speakers to address clubs,** to show clubs the need for our Foundation and to show clubs our successes through personal stories and pictures.
- 7. Develop the culture of giving** by using specific success stories that put a face on The Rotary Foundation. Use “Foundation Minutes” to tell a brief story at regular intervals during the year. See the stories in The Rotarian magazine.
- 8. Break giving into specific tangible items.** If you’re doing a literacy project, challenge each member to make a gift that will match a specific accomplishment (buy one computer or one book) with their giving.
- 9. Educate new members.** Make them aware of the work of The Rotary Foundation immediately upon joining the club (or before). Make giving to The Rotary Foundation (EREY) – in any amount – an expectation of membership.
- 10. Use automatic deductions via TRF-Direct Donations.** These contributions can

be made monthly - like your mortgage payment. They are automatic, and make it easier to give a larger gift. For example, \$200 is only \$16.67 per month. (So why not make it \$300 or a nice round \$25 per month?) This method is also easier on your club Treasurer and gets the money “to work” faster.

**11. Utilize credit card gifts.** These gifts can be made on-line at [www.rotary.org](http://www.rotary.org) or by filling out the credit card contribution form. The donor can make a gift to The Foundation and get “miles” or “cash back” at the same time. It’s a WIN-WIN situation!

**12. Ask for gifts of appreciated stock.** This is a way for donors to make a gift and get credit for the full market value of the stock. If they sold the stock, they would have to pay capital gains taxes on the gain first and could only donate the remaining amount. Another WIN-WIN situation!

**13. Add contributions as an optional line item onto the quarterly bill** for a **portion** of their annual gift (i.e. \$25 per quarter). This will get your donations up, but you should still have a Foundation campaign for educational purposes and to encourage members who are able to give additional funds. Remember, THE GOAL IS “EVERY ROTARIAN, EVERY YEAR”

**14. Encourage Rotarians to become a Benefactor or join The Bequest Society.**

This is a very effective way to raise funds for the Permanent Fund because EVERYBODY has the ability to leave a portion of their estate to Rotary via the Permanent Fund. It will also help educate Rotarians on the importance of their gifts long term (“Leaving a Legacy”).