RLI-NEA Graduate Course

Fundraising for your Rotary Club and District

Facilitator's Guide

RLI Graduate Course
Fundraising for your Rotary Club or District

All Rotary Club and District leaders realize that they must conduct Fundraising campaigns in order to implement the service projects their clubs/districts want to complete.

Time needed: Full day (6 -1/2 hours):

SESSION 1: Why Fund Raising is Important for Your Rotary Club (45 minutes to one hour)

This introductory session will cover the basic credos of raising money, the psychology of Fundraising, where people donate the most, preparing your yearly Fundraising plans, finding a committee, starting a 501(c) (3) organization or using one in your district.

SESSION 2: Planning and Publicizing Special Events for Your Club or District (3 hours, including two breakout sessions)

This session will cover types of events, preparing calendars and budgets, recruiting committee members, marketing your event, ancillary fund-raisers such as journals, raffles, and auctions. It will also focus on public relations as a vital part of fund raising.

SESSION 3: Soliciting donations for your club or District's projects from individuals (2-1/2 hours)

This session will cover getting donations from individuals, including using face-to-face solicitation, direct mail, telephone solicitation and social media including *Go Fund Me* or similar pages or Fundraising through Facebook.

SESSION 1
Introduction to Fundraising

Create list on flip chart or use whiteboard

1) *Ask,* “What are some projects for which your club or District has tried to raise funds?

   Create list on flip chart or use whiteboard

2) *Ask* “What are some general ways that a Rotary Club or District can raise funds? “

   Create list on flip chart or use whiteboard

   Suggestions

- Planning Special events for your club
- Raffles

1) *Ask* “What types of fund raising does your club or District need to do? “

   Create list on flipchart or use whiteboard.

   - Happy Dollars
   - Raising money for special projects, such as Rotary Foundation matching grants
   - Raising money from individuals, through Go Fund Me pages or Facebook
   - Asking club members or other clubs
   - Asking for money from individuals through face-to-face solicitation
   - Raising money from foundations or corporations
   - Sales of items

3) *Ask* “Does anyone know what the two cardinal rules of Fundraising are?”

   - **Rule #1:** If you don’t ask, you don’t get…
   - **Rule #2**: Don’t ask before you give personally

4) *Ask:* What is the importance of ASKING?

5) *Ask*, “Are you apprehensive asking for money for money for a good cause? Why***?”***
   Create list on flipchart or use whiteboard.

Suggestions

- Fear of rejection
- Not knowing enough; “I might be asked a question I can’t answer”
- Not knowing the right way to do it
- Not knowing exactly what to say
- Not knowing if I’ll be successful
- They won’t want to talk to me
- They won’t return my calls

- Don’t want to bring money into our relationship
- Might impose on people who are unable or unwilling to give

6) *Ask*, “What other aspects of your lives have created similar fears? Most often people will talk about dating, or perhaps asking their employer for a promotion or a raise.
7) *Ask*, “What steps can someone take to get over anxiety about asking people for funds?”

Research: Do your homework both on your cause and your prospects.

Engage: Get to know your potential donor.

Ask: Nothing happens without the ask.

Love: You don’t have to like their response, but you must still treat everyone with respect.

Refer to Resource: Taking the fear out of Fundraising: http://www.theFundraisingauthority.com/learn-from-an-authority/Fundraising-asks-marc-pitman/

8) *Ask*, “Why do people give?” Make it personal!

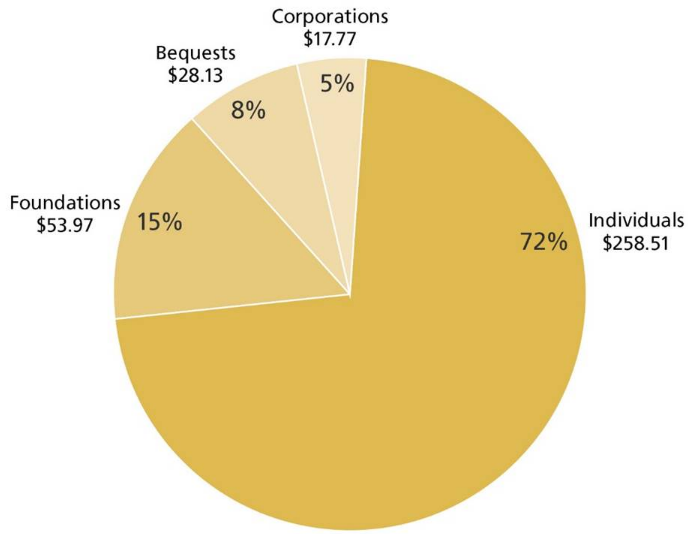
Refer to resource: http://trainyourboard.com/Fundraising-therapy-part-1-getting-fear-Fundraising/

- They were asked
- They were asked by somebody they know; in other words, the relationship between the giver and the asker
- They feel connected to the work or know someone who has benefited from it
- They want to participate and support the work – and making a donation is an easy way to participate

9) “Why do you need to give your own donation before you ask someone for funds?

10) *Ask,* “What are some types of major sources of funding for projects? Which do you think is the most important?”
    - Individuals (Bequests, Annual Gifts, Restricted gifts) (includes special events)
    - Corporations
    - Foundations
    - Other Rotary Clubs

11) *Ask*, “Which do you think is the most important?”

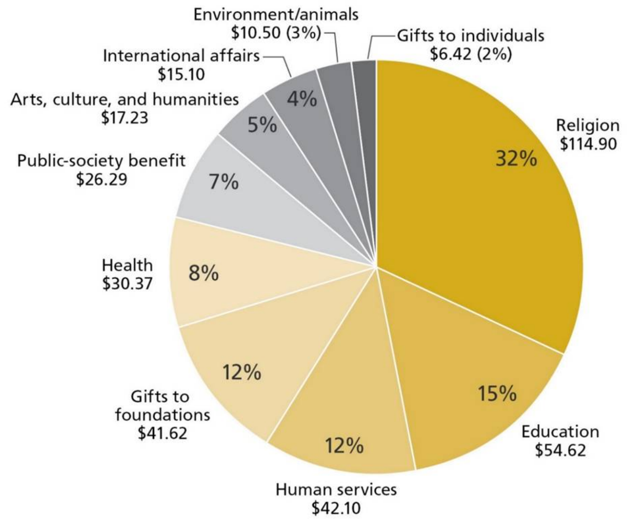


Source: Giving USA 2018

According to Giving USA, Americans donate one billion dollars a day to help others. This degree of generosity resulted in an estimated $373.25 billion in charitable giving in 2015, an all-time high for the second consecutive year. The steady improvement in the economy continues to have a positive impact on charities across all sectors.

- The largest dollar increase in contributions can be attributed to gifts by individuals. Individual giving increased by $9.8 billion or 3.8% from the prior year. Total giving by individuals is estimated at $265 billion. Individuals who itemize account for 82 percent of this total estimate.
- Giving by foundations increased by 6.5 percent to an estimated $58 billion. Grant making by community foundations rose by 7.4 percent. Interestingly, giving to foundations is estimated to have declined by 3.8 percent.
- Bequests accounted for 9 percent of all gifts for an estimated $31.8 billion in 2018. Estimated bequests from estates $1 million and above amounted to $25 billion and those below $1 million amounted to $6.32 billion.
- Giving by corporations increased by 12 percent between 2015 and 2018. The increase in GDP and corporate pre-tax profits increased over the prior year. Both of these economic indicators have been found to positively affect corporate giving.

Overall, gifts from individuals continue to dominate charitable giving and account for approximately 2/3 of all estimated contributions.



SOURCE: Giving USA Foundation, Giving USA 2018

12) *Ask,* "What areas of giving do you think are most important to donors in the USA?

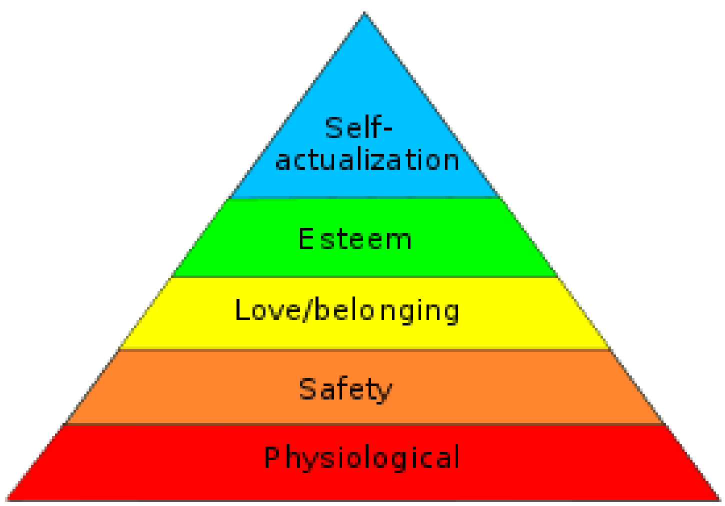
13) *Ask,* "Where does Rotary fit into this?"

14) *Ask*, "How can we use the six areas of focus of Rotary International Foundation to help us tailor our Fundraising?"

The Psychology of Individual Fundraising

1) *Ask,* "Is anyone familiar with Maslow's Hierarchy of Needs? What is included in that?

Discuss Maslow's hierarchy, particularly that the basic needs must be fulfilled before reaching a higher level.

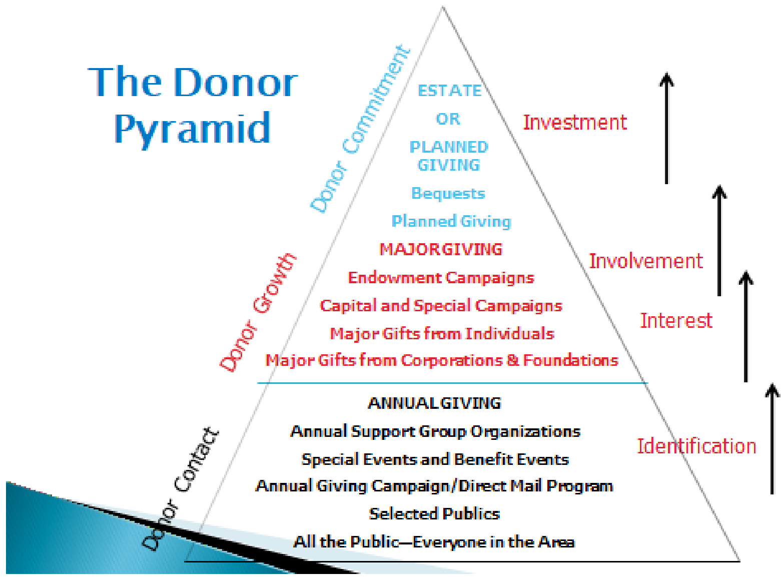


Maslow's Hierarchy of Needs

2) Where does Maslow's Hierarchy of Needs fit into Fundraising?

The Donor Pyramid of Giving

1) What is the Donor Pyramid of Giving?"



2) *Ask*, “What does each type of gift mean?”

3) *Ask and discuss,* “How do Maslow’s Hierarchy and the Donor Pyramid relate to one another?”

Networking

1) *Ask* What is the importance of Networking?

2) *Ask “*With whom can you network? ***Create list on flip chart or use whiteboard.***

Suggestions

- your colleagues
- your vendors
- your Rotary Club and District members
- your community
- Members of your church, synagogue or mosque
- corporations in the community,
- Members of the press
- Members of other social networks
- Your Facebook and Instagram friends

Methods of Fundraising

1) *Ask*, “How can you plan your Rotary year to include a variety of Fundraising methods?”

Create list on flip chart or use whiteboard.

2) *Ask,* “What should you include in your plan?”
3) How can you make your objectives SMART?
4) What does SMART mean? *(Specific, Measurable, Achievable, Realistic, Time-Tabled)*

Suggestions

- How much money will you need?
- For which projects or objectives should you raise money
- What methods do you have at your disposal to raise this money?
- How will you analyze the results?
- When to try each Fundraising method (month by month)

5) *Ask*, "What legal mechanisms do you need before you start to fundraise?"

- Creation of a foundation or other not-for-profit organization in your club or District so that you can accept donations
- 501 (c) (3) status
- Bank account set up as part of your club's Treasury. Anything that goes for a special project should be set us in a restricted account.

BREAKOUT: 10 minutes *Use ATTACHMENT 1-A – Planning Your Rotary Year in Fundraising. Have each participant fill out the sheet, then share (about 10 minutes*

<u>Starting a Foundation in your club or District</u>

1) *Ask,"* How many of you have a Foundation for your Rotary Club?
2) *Ask, "*How many have a Foundation for your Rotary District?"
3) *Ask*, "What are some of the things that your Club's or District's Foundation does?"
4) *Ask* "What are the advantages and disadvantages of having a club or District Foundation?"

Create list on flip chart or use whiteboard.

<u>Suggestions</u>

- Donations are tax deductible for donors.
- Income earned by the 501(c) (3) organization is exempt from federal income tax.
- 501(c) (3) organizations are eligible to receive private and public grants.
- Having 501 (c) (3) increases credibility in the nonprofit community.
- Lower postage rates on corporate mailings for 501 (c) (3) organizations
- 501 (c) (3) organizations receive reduced rates for radio and public service announcements in the local media.
- Organizations with 501 (c) (3) statuses do not have to pay sales tax. This must go through the State's Not-for-Profit office.

5) *Ask, "*What is the difference between a 501 (c) (3) organization and a 501 (c) (4) organization?
6) *Ask*, "What does that mean to your club or District when raising funds?
7) *Ask*, "How do you obtain a 501(c) (3) for your club or District?" (***See Attachment 1-C***)
   You might suggest the club hire an attorney or go through Legal Zoom.
8) *Ask*, "What is the cost of obtaining a 501 (c)-(3)? (*Usually between $585 and $750*)
9) *Ask*, "How long should it take to get your 501 (c) (3)? (*At least six months*)
10) What must you do legally to maintain a 501 (c) (3)?"

<u>Suggestions</u>

- File a 990 form by November 18 with the IRS
- Remind participants that all Rotary Clubs need to do this to maintain their non-profit status. If you don’t file this, after three years, you are in danger of losing your tax-exempt status.
- This applies to Rotary Clubs as well as Foundations.

ATTACHMENT 1-A
BREAK-OUT SESSION 1 (15 MINUTES)
Planning your Fundraising Year

With your assigned partner or group, plan one of your club's fund-raising Rotary year by filling out the table on the next page for your District/ club or your partner's District/club. Use the table sheet on the next page.

1) Make a list of the service or other projects for which your club (or District) might need support.
2) How much money will you need to rise for each project?
3) What Fundraising techniques will you use to raise the funds? (Can be more than one)
4) When during the Rotary year will you implement each Fundraising technique
5) Who should implement each Fundraising project?
6) What are the cash and other resources you will need for each fundraiser? (Special events will be our focus later).

7) Choose someone in your group to report your decisions.

Worksheet for Breakout Session I

Projects that Need Support	How much you will need for that project	What Fundraising technique(s) you will employ	When during the Rotary year will you do the fundraiser	Who might implement or chair the Fundraising project	What are the resources you might need for the project

ATTACHMENT 1-B

Steps to form your club or District's own nonprofit 501(c) (3) corporation

By Bethany K. Laurence, Attorney

1. Choose a name.
The name of your nonprofit corporation cannot be the same as the name of another corporation on file with your state's corporation's office (usually the Secretary of State's office). It must end with a corporate designator, such as "Corporation," "Incorporated," or "Limited," or an abbreviation of any of those words.

Your state's corporations or Office on Non-Profits office can tell you how to find out whether your proposed name is available for your use. For a small fee, you can usually reserve the name for a short period of time until you file your articles of incorporation. For more information, contact your state's corporation's office.

2. File articles of incorporation.
You must file "articles of incorporation" with the state's corporate filing office. In this document, you fill out some basic information such as your nonprofit's name and office address. Although preparing this document isn't difficult, you do need to include specific language to ensure that you'll receive tax-exempt status. Your state's nonprofit formation packet, if available, may include the required information.

3. Apply for your IRS tax exemption.
Submit a federal 501(c) (3) tax exemption application to the IRS (along with a copy of your filed articles with your application). To apply, you must complete IRS Package 1023, *Application for Recognition of Exemption.*

Smaller nonprofits may be eligible to file Form 1023-EZ, *Streamlined Application for Recognition of Exemption under Section 501(c) (3) of the Internal Revenue Code*. This is a shorter, simpler application form that you complete online. Check the IRS website and instructions to the form which include an Eligibility Worksheet you must complete to determine if your nonprofit meets the requirements for using the shorter streamlined form.

4. Apply for a state tax exemption.
This step does not apply to nonprofits in all states. In a few states, you must complete a separate application to get a state tax exemption. In most states, as long as you file nonprofit articles of incorporation and obtain your federal 501(c) (3) tax-exempt status, your state tax exemption will be automatically granted. In still others, to get your state exemption you must send in a copy of the IRS determination letter that granted your federal exemption. Contact your state tax agency to find out what steps you must take.

5. Write bylaws.
A nonprofit's bylaws are the internal governing rules that contain rules and procedures for holding meetings, voting on issues, and electing directors and officers. Typically, the bylaws are adopted by the corporation's directors at their first board meeting. For help creating bylaws, see *How to Form a Nonprofit Corporation*, by Anthony Mancuso (Nolo).

6. Appoint directors.
A nonprofit's directors make the major policy and financial decisions for the nonprofit. Many states allow nonprofits to have just one director, but other states require at least three.

7. Hold a meeting of the board.
At the first meeting of the board of directors, the directors take care of formalities such as adopting the bylaws, electing officers, and recording the receipt of federal and state tax exemptions. After the meeting is completed, minutes of the meeting should be created and filed in the nonprofit's records binder

8. Obtain licenses and permits.
Check with your state department of consumer affairs (or similar state licensing agency) for information concerning state licensing requirements for your type of organization. For instance, if you sell anything to consumers, you'll need a sales tax permit, and your activities may require a zoning permit.

SESSION 2
Planning, Implementing, and Publicizing Special Events for Your Club or District

<u>Goals for this session</u>

- Explore reasons for holding a fund raising event.
- Analyze your club's or districts' readiness to hold an event?
- Explore some event possibilities
- Learn how to outline event mechanics
- Review assignment of leadership responsibilities?
- Learn how to project expenses and income
- Learn how to create time lines for your event
- Learn how to reach out to the public by mail, District bulletins, e-mail and apps like Facebook
- Learn how to evaluate your event

Reasons to Hold Fundraising Events

1) *Ask* "Why Have a Fundraising event?
    - It is the starting point for members of your neighborhood to meet like-minded individuals, and potential new members for your club.
    - It takes some of the burden of financial support off of your members and gains the support of a wider audience.
    - It brings in new friends and potential members for your club or district
    - The best events sell your mission.
    - It provides the opportunity for good public relations, both before and after the event.

Readiness for Fundraising Events (*Refer to Attachment 2-A)*

1) *Ask*, "How do you know if your club or district is ready for an event?"
2) *Ask*, "Are your Board/ members committed to the event?"
3) *Ask*, "What are some of the necessary sources of support – people who can bring in new sources of money?
4) *Ask,* "Whom might you see as potential leaders to run a special event?"
5) *Ask*, "Does your leadership have the capacity to raise the money necessary to meet your goal?"
6) *Ask* "How do you know if your members are interested in participating in an event and your club can support it?
7) How will an event promote your organization?
8) Can your Rotary Club support the necessary start-up costs?
9) Do you have a stable donor base to support the event?
10) Are your lists current and accurate?
11) Can your organization dedicate the necessary time and effort?
12) What types of in-kind support can you garner?
13) Is an event the best use of members' time?

Types of events

Ask "What kind of special events has your club or District sponsored? ***(Create flipchart or use whiteboard*)**.*

Refer to Attachment 2-B

- Auctions (Tricky trays, silent auction, service auction, bid on a bachelor, traditional auctions
- Contests – "Idol" contest, tournaments
- Galas – not quite in vogue right now, as they require too much legwork
- Beefsteaks – caterer or restaurant serves small slices of beef on white bread, as well as antipasto and a dessert. This can be combined with any of the other events.
- Athletic events such as runs, golf tournaments, athletic contests of all types, "athons" of all types
- Comedy night or Las Vegas nights
- Non-event events

Setting Your Objectives for the Special Event

1) *Ask*, "How do you decide what the money you raise will be used for? Are you using it for a project? For general funds?"
2) *Ask,* "How can you conduct a preliminary poll first to see what might work?"
3) *Ask*, "How can you involve as many people as possible right from the beginning in brainstorming and coming up with ideas?
4) *Ask,* "What obstacles might you face in running a special event?

- Special events are often very cost-intensive and labor-intensive, but still useful for raising money and for friend-finding.
- Many times, special events cost 50% of what you raise
- Special events are more often friend-raisers than fund-raisers
- Special events do not materialize overnight like Athena from the head of Zeus – they take time to build.

Creating and implementing your plans

1) *Ask,* "How can you set reasonable financial and attendance goals for your event?"
2) *Ask*, "How can you relate your event to what your Rotary Club or District wants to accomplish?"
3) *Ask,* "In light of what we just discussed, what leadership roles can you think of that would be needed for a special event?"
4) *Ask*, "How can you create committees and a job description for each volunteer piece you need to make your plan work.
5) *Ask,* "What expenses do you need to include when planning your event budget? *(Use flipchart or whiteboard to list.* ***Refer to Attachment 2-E)***
6) *Ask, "*What might be the sources of income for your event? How much will you expect to collect for each one of these? ***Create flipchart or use whiteboard****.*
7)
8) *Ask, "*What committees will your club need?" **(*Refer to Attachment 2- D)***

9) *Ask, "*What should be included in a job description for your committee chairs? *Remember the rule of five fingers on a hand: Each chair for each segment of the event should recruit five more volunteers.*

10) *Ask,* “How often should committees meet*? At least once a month at the beginning and once a week tone month before the event.*

11) *Ask*, “When should committee chairs report to the Event Chair and how often? *Every other week until one month before the event.*

12) *Ask*, “How can get you get everyone involved in planning the event and buying into it?”

Hold a visioning session using a flip chart or whiteboard during one of your club’s meetings. Ask everyone to tell you what they imagine they see when they walk into the room or other venue the day or night of the event? Then start planning what you need to do to get to that. The people who volunteered the idea may be ideal to chair each committee.

13) *Ask,* “What are the first decisions and preparations you need to do to plan your event? ***(Refer to Attachment 2-C)***

* Select your site and date. If in winter, select an alternate snow date.
* Develop theme or format as appropriate
* Identify and secure leadership
* Prepare your expense budget
* Prepare your income projection
* Prepare your event timetable
* Develop lists for personalized mailing(s)

14) *Ask*, “What are the steps you need to take in planning the event?

* Coordinate design and printing of event materials such as save-the-date, stationery and invitations and online advertising
* Arrange for mailing of event letters and/or invitations
* Arrange for production of other printed materials such as the program, signage, place cards and name tags
* Process and track responses; prepare regular financial reports
* Communicate with leadership and volunteers - keep them informed
* Follow-up as necessary with potential participants
* Prepare guest lists and seating plans
* Arrange catering, decoration, entertainment, audio/visual services, equipment, photography and other professional services
* Coordinate any public relations activities
* Prepare and implement minute-by-minute schedule for day of event
* Identify who will make last minute decisions at event
* Prepare and mail thank you notes and tax receipts

Suggestions

- Admission cost
- Drawings/ Raffles (remember state laws) ***Refer to Attachment 2-I***
- Journals
- Tricky Tray baskets
- Silent Auction or Live Auction

1) *Ask,* "How can you decide how much to charge for each of these facets of Fundraising for your event?
2) *Ask,* "How do you know if that amount is realistic?
3) *Ask,* "What has your Rotary Club or District charged for this in the past, if applicable?

Publicizing your Event and Inviting People to attend

Online resource: Five Tips to make your event a success

file:///C:/Users/Administrator-1/Documents/Rotary%202018-19/RLINEA/Graduate%20course%20on%20Fundraising/eBook_5EventsTips.pdf

1) *Ask:* "What techniques can we use to publicize the events we are holding? ***Create flipchart or use whiteboard***.

Suggestions:

- Public service announcements **(PSA)** on the radio (2 month lead) or TV (3-month lead)
- Magazines
- Club Newsletter
- Club Runner
- Club Website
- Rotary District website
- Rotary District Bulletin or Newsletter
- Flyers everywhere where the event will be held
- Blogs
- Souvenir items. Such as magnets, pins, etc. to remind people. *(Refrigerator magnets seem to last forever, and nobody ever throws them away.)*
- Save-the-Date cards
- Articles in your local newspapers
- Facebook posts
- Constant Contact e-mailings

Constant Contact is an e-mail service that allows you to send personalized e-mails to various groups. It won't be spammed. You can fine-tune the e-mails so that where you send the communication goes to various sets. Constant Contact also allows you to set up an event, put in the time, location, etc. and even set up a registration system for those who want to attend the event. If the person you are e-mailing wants to donate, you can set that up, too. www.constantcontact.com

2) *Ask,* "How often should you send out Facebook pages or e-mails to advertise your events?
3) *Ask*, "What should be included in the invitations or flyers?"

Suggestions:

- Location, date, time

- Costs for the event.
- Names of anyone you are honoring and why you are honoring that person or persons.
- Any additional costs, such as raffles (should not be sent in the mail),
- Journal ad availability and costs.

4) *Ask, "*What does the term *Fair Market Value* mean and how does that affect the tax-deductibility of your event? **See Attachment 2-F**
5) *Ask, "*Where should you put the information about tax-deductibility?
6) *Ask,* "How far in advance should you send out invitations?
   - Save-the-Date cards can be sent three to six months ahead of the date
   - Printed invitations should be sent out at least six weeks ahead of the event.

<u>Create Time Line For Your Event</u>

1) *Ask*, "How far in advance should you start planning an event?
   Nine months is a good guideline (like having a baby. Even months might be adequate.)
2) *Ask,* "What happens when you don't leave enough time?"
3) *Ask,* "What is a backwards calendar?
4) *Ask, "*Why should you have a backwards calendar?
   - A backwards calendar is the key to success is having a plan of action to accomplish every task that must be accomplished to assure a great event.
   - The most effective method of planning an event is to start from the day of the event, working back to the present day.
   - By looking at a timetable to get things accomplished, you'll be more apt to schedule completion dates more realistically and have a successful event.
   - By working backwards, before you ever start to go forward, you run less chance of overlooking an important component or realizing that you have eight major tasks to complete by tomorrow. This process of careful pre-planning gives you a better chance for allowing time to complete the tasks efficiently and effectively.

   Refer to Attachments 2-G and 2-H

Resource: https://www.smartsheet.com/blog/support-tip-work-back-schedule

5) *Ask*, "How should you start a backwards calendar?" How do you fill it out?
   - Make a list of tasks that must be completed before the program. Include:
   - Publicity and advertising pieces
   - Space reservations
   - Travel arrangement and accommodations
   - All other details
6) *Ask,* "How do you schedule tasks on a backwards calendar?

   a) Using a calendar, start with the last task on your list to be completed before the program.

   b) Write it on your planning calendar and consider its components.

   c) If there are component tasks which need to be completed by specific dates, work backwards with them and plug them into the calendar

d) Proceed with the next to the last task to be completed, and so on until you have worked up to the most immediate task.

e) After all deadlines are decided upon, delegate tasks to team members.

f) Determine and place into the calendar monetary resources you will need at that time to finish each step.

BREAKOUT SESSION 2 –*30 minutes*
Planning a Backwards Calendar
Refer to Attachment 2-H

Say, "You and your team will design a backwards calendar (*aka, Project Management*) for an event you choose. Each team will be given a different type of event to plan. Your team will choose the event, but it must be a different event from the other teams in your class. After teams have finished their backwards calendars, they will share them with the rest of the class.

PROCESS

Have everyone in your group (or your club or committee) envision what they see when they walk into the venue where the event is going to be held. (This is a great way to get buy-in, since everyone is envisioning the event together.

Consider all the components that will go into planning your event. Make a list of what you envision, and then break it down into tasks that must be completed before the event takes place. Include:

- Venue reservations
- Decorations
- Flowers
- Music or other entertainment
- Printing invitations and journals
- Preparing for a raffle and getting prizes (including getting permits, licenses, etc.)
- Getting other giveaways or tricky tray prizes
- Publicity and advertising pieces
- Travel arrangement and accommodations
- All other details

Using an Excel Spreadsheet and a calendar, start with the last task on your list that needs to be completed before the program. Write it on your planning calendar and consider its components.

If there are component tasks which need to be completed by specific dates, work backwards with them and plug them into the calendar.

Proceed with the next to the last task to be completed, and so on until you have worked up to the most immediate task.

After all deadlines are decided upon, delegate tasks to team members.

By working backwards, before you ever start to go forward, you run less chance of overlooking an important component or realizing that you have eight major tasks to complete by tomorrow. This process of careful pre-planning gives you a better chance for allowing time to complete the tasks efficiently and effectively.

<u>After the event is over – obligations and evaluation</u>

- *Ask,* "What types of things do you need to do after the event is over?"
- *Ask,* "What are the tax implications of thanking people for special events?"

<u>Suggestions:</u>

- Collect outstanding pledges
- Evaluation meeting
- Begin cultivation of selected event participants
- Begin planning for the next event
- Send thank you notes to everyone who came, everyone who served on the committee, and honorees if applicable.
- Report on proceeds of raffles, tricky trays or gambling to your State or town using their forms. ***Refer to Attachment 2-I***

<u>*Ask:* How can you evaluate the event you just held?</u>
<u>Suggestions:</u>

- How many attended
- Review of financials – did you meet your financial goal?
- Do a careful financial analysis of all monies raised and expended
- Number of new members you may have attracted to your club
- Number of your Rotarians who participated in the club
- Review of comments people may have made
- ***Was the event fun? Would you do it again?***

If the answer to the last question is YES, after your evaluation, go back and plan the event for next year.

ATTACHMENT 2-A

Are you ready for an event?

- Are your Board/ members committed to the event?

  Your Board/Members should give or get or take credit for 45% of guests.
- Where are the necessary sources of support – people who can bring in new sources of money?
- Do you have access to potential event leadership?
- Do your leadership possibilities have the capacity to raise the money necessary to meet your goal?
- Will your membership support this type of event?
- How will an event promote your Rotary club or District?
- Can your Rotary club or district undertake the necessary start-up costs?
- Do you have a stable donor base to support the event?
- Are your lists current and accurate?
- Can your Rotary club or District justify the time and effort necessary?
- What types of in-kind support can you garner?
- Is an event the best use of staff time?
- Are your financial expectations realistic?
- You need a structure. Chairs are honoree specific. Is it an anniversary year?
- The best programs sell your mission.
- Most people come to network, interact with others.
- Are you raising funds for a special project or an unrestricted gift?
- Be careful of what you want to spend on your event.

ATTACHMENT 2-B
EVENT POSSIBILITIES

Cocktail Parties, Luncheons or Dinners

* Tribute Dinner
* Gala/Ball
* Beefsteak Dinner (small slices of beef are served on white bread, along with antipasto and dessert). Can be combined with other types of fund raisers.
* Comedy show
* Progressive Dinner (social/corporate)
* Fashion Show/Luncheon
* Theme Party; multiple dinners and common reception
* Donor Recognition events

Auctions

- Live or Silent; with or without dinner, or even online

Raffles and Gambling – see Attachment 2-I for state laws ***Be sure to allow enough time to get your permit and your licenses***

- Tricky trays
- 50/50 raffles
- On-premises drawings
- Las Vegas Nights
- Poker nights

Multi-day Events

* Antique Show
* Art Show/Gallery Opening
* Preview Party
* Car show
* House Tours

Sporting Events

* Walkathon, road race, bicycle race, etc.
* Golf or other sport tournament
* Attendance at sporting events
* Celebrity billiards, bowling, tennis (one or more locations on one or more dates)

Spectator Events

* Theater Party
* Movie Preview
* Concert or Celebrity entertainment (indoors or out-of-doors)

Community Events and Sales

* Fairs	*Book Sales	*Clam Chowder or Lobster events
* Festivals	* Bake sale	

PART II
ATTACHMENT C
OUTLINE OF EVENT MECHANIC

ATTACHMENT 2-C
Preparation for and Implementation of Special Events

Preparation

* Design an event consistent with your organization's objectives
* Establish goal in terms of size and net
* Select site and develop theme or format as appropriate
* Identify and secure leadership
* Prepare expense budget
* Prepare income projection
* Prepare event timetable
* Develop lists for personalized mailing(s)

Implementation

* Coordinate design and printing of event materials such as save-the-date, stationery and invitations
* Arrange for mailing of event letters and/or invitations
* Arrange for production of other printed materials such as the program, signage, Place cards and name tags
* Process and track responses; prepare regular financial reports
* Communicate with leadership and volunteers - keep them informed
* Follow-up as necessary with potential participants
* Prepare guest lists and seating plans
* Arrange catering, decoration, entertainment, audio/visual services, equipment, photography and other professional services
* Coordinate any public relations activities
* Prepare and implement minute-by-minute schedule for day of event
* Identify who will make last minute decisions at event
* Prepare and mail thank you notes and tax receipts

Post-Event Activity

* Collect outstanding pledges
* Evaluation meeting
* Begin cultivation of selected event participants
* Begin planning for the next event

ATTACHMENT 2-D

SAMPLE JOB DESCRIPTIONS

General Chair

* Review, personalize and sign letters to honoree's list
* Provide list of corporate and personal contacts
* Personal follow-up of select people from personal list and honoree's list
* Allow phone calls for solicitation purposes to others on list
* Make financial commitment at a high level
* Appoint staff person in office as liaison with organization
* Allow use of name on all printed materials
* Attendance at event

Honoree(s)

* Provide list of corporate and personal contacts
* Make financial commitment at the highest level
* Help select and/or contact co-chairs and other key leadership
* Appoint staff person in office as liaison with organization
* Allow use of name on all printed materials
* Attendance at event

Co-Chairs

* Provide list of corporate and personal contacts
* Sign letters or send invitations to list
* Personal phone follow-up of own list
* Make financial commitment at a high level
* Allow use of name on all printed materials

Committees (e.g. **Benefit Committee, Corporate Committee)**

* Provide list of corporate and/or personal contacts
* Sign letters
* Personal phone and online follow-up of own list
* Make a financial commitment as specified for membership on committee
* Allow use of name on all printed materials

ATTACHMENT 2-E
EXPENSE PROJECTION

Basic Expenses

* Site rental
* Permits if needed
* Food and beverage per person and gratuity
* Personnel and equipment

Cost of Printed Material or online

* Graphic design and production of save-the-date cards, event stationery, invitations, program and/or journal, posters, banners and signage
* Cost of online journal

Preparation of mailing(s) and online outreach

- List preparation, addressing and postage
- Additional costs for online outreach, such as on Facebook or Constant Contact

Supplemental Services

* Audio Visual Services
* Decor
* Entertainment
* Photographer (Include estimated number of prints that will be ordered)
* Publicist
* Consultants
* Video production

Other Costs

* Office expenses (photocopy, fax, telephone, messengers, overnight mail, etc.)
* Transportation and travel
* Gifts and Awards
* Any additional fees or expenses that are event related

Attachment 2-F
Tax guidelines for holding a special event

An attendee can only deduct the portion of the admission that exceeds the fair market of the goods or services received, otherwise there is no gift. Thus, whether you're figuring out if an item has an insubstantial value or if you're trying to inform a donor about how much they may legally deduct as a gift, you must be able to determine the fair market value. Generally, the charity's good faith estimate of the value of goods or services will be treated as the FMV, and a donor may rely on your estimate except when the donor knows your estimate is unreasonable. Rather than give an abstract procedure to use, here are some examples.

- **Dinner Dances** – The first thing to remember is that FMV is not the cost to your organization. If you're running a dinner-dance as a Fundraising event and the space, flowers, food, printing and music are all donated, the FMV is not zero. The FMV is estimated at how much that evening would cost someone if he or she were to go out and purchase a similar evening of dinner and dancing at a commercial establishment.
- **Raffles** – Raffle tickets are not deductible at all as contributions. The purchaser has bought a chance to win something and the FMV of that chance is whatever was paid for the ticket.
- **Auctions** – Auctions are tricky. If there is a catalog produced and distributed to potential bidders before the auction, and the catalog or list includes the organization's estimates of FMV, then the general rule applies - the purchaser may deduct as a charitable donation the amount paid above the stated FMV of the items. However, if there is no prior notice or estimate of the value of the item, the IRS may assume that the FMV of the item is what was paid for it and none of the payment will be considered as a gift.
- **Goods/Services Not Commercially Available** – Examples in this category include personal services performed for the donor or his family, an open bar at a golf outing, etc. To assess the FMV in those cases, you may make a good faith estimate using closely comparable items for guidance.
- **Celebrity Appearances** – The key question here is whether the celebrity is actually doing what s/he is primarily famous for. For example, if a famous musician gives a concert to benefit your organization, then the FMV of the ticket is what a concert ticket would ordinarily cost to see that performer, and the donor may only deduct the portion of the purchase price that exceeds that FMV. However, if the same celebrity is merely appearing to sign autographs and is not performing, there is no FMV associated with the celebrity's appearance.

Attachment 2-G
Sample Timeline for dinner (7 month lead)

Date and site selection and securing of *event leadership to precede following*

MONTH 1

- Select date, site, and Chairs for committee
- Select honorees, if applicable

MONTH 2

- Organization of committees (e.g. corporate, steering, junior, etc.)
- Select music, entertainment and décor
- Job descriptions for all committee chairs

MONTH 3

- Mailing or e-mailing to committee members'
- Development of lists for general invitation
- Follow-up of initial mailings'

- Preparation of invitations and tickets
- Initial posting on Facebook or other media

Preparation of simple acknowledgments

MONTH 4

- Continued follow-up of initial mailings
- Printing of invitation or design on e-invite
- Plan other printed material for event
- Plan remaining details of evening (menu, video, photography, etc.)

MONTH 5

- Addressing and mailing of invitations
- 'Design printed program and journal

MONTH 6

- Finalize all details of event
- Finalize printed program for the event
- Plan program for the evening and prepare necessary materials

Continue follow-up (table, tickets, contributions)

- Weekly financial reports

POST EVENT

- Final Report
- Evaluation Meeting
- Complete collection of pledges

ATTACHMENT 2-H
Break-Out Session
Planning a backwards calendar

One of the largest tasks an organization will encounter is planning an event. The key to success is having a plan of action to accomplish every task that must be accomplished to assure a great event. The most effective method of planning an event is to start from the day of the event, working back to the present day. By looking at a timetable to get things accomplished, you'll be more apt to schedule completion dates more realistically and have a successful event.

PROCESS

Make a list of tasks that must be completed before the program. Include:

- Publicity and advertising pieces
- Space reservations
- Travel arrangement and accommodations
- All other details
- *Using a calendar, start with the last task on your list to be completed before the program.*
- *Write it on your planning calendar and consider its components.*
- *If there are component tasks which need to be completed by specific dates, work backwards with them and plug them into the calendar.*
- *Proceed with the next to the last task to be completed, and so on until you have worked up to the most immediate task.*
- *After all deadlines are decided upon, delegate tasks to team members.*

By working backwards, before you ever start to go forward, you run less chance of overlooking an important component or realizing that you have eight major tasks to complete by tomorrow. This process of careful pre-planning gives you a better chance for allowing time to complete the tasks efficiently and effectively.

Here's how to do it

- Start with a new project sheet in Excel

In this type of scenario, the end date of your project (rather than the start date) is what you know.

- Envision all the items you will need for the event – what do you see when you walk in the door? To get started, organizing all the tasks and put dates behind them – in order to determine a start date for all of your my planning.

Attachment 2-I
Where to find information about raffles and gambling laws in various states

Note: *Every state is different and there may even be differences within towns or counties. Leave plenty of time to get your permit, your license and don't forget to file your results.*

Canada: https://www.gamblingsites.org/laws/canada/

Connecticut: https://portal.ct.gov/DCP/Common-Elements/Consumer-Facts-and-Contacts/Games-of-Chance http://www.gambling-law-us.com/Charitable-Gaming/Connecticut/

Maine: http://www.mainelegislature.org/legis/Statutes/17/title17sec1837-A.html
http://www.nonprofitmaine.org/answer/nonprofit-gaming-licenses-includes-raffles/

Massachusetts: https://www.mass.gov/guides/guidance-on-raffles
https://www.kahnlitwin.com/blogs/mission-matters-blog/not-for-profit-raffle-regulations-in-massachusetts

New Hampshire: https://www.google.com/search?q=new+hampshire+charity+raffle+laws&oq=New+Hampshire+raffle+&aqs=chrome.2.69i57j0l3j69i64.5921j0j7&sourceid=chrome&ie=UTF-8

New Jersey: https://info.legalzoom.com/nonprofit-rules-raffle-new-jersey-20997.html
http://www.gambling-law-us.com/Charitable-Gaming/New-Jersey/

New York: https://www.gaming.ny.gov/charitablegaming/
https://www.democratandchronicle.com/story/news/politics/albany/2017/12/19/new-york-charity-raffles-become-easier/965988001/

Pennsylvania: https://www.theclassroom.com/how-to-have-a-legal-raffle-in-pennsylvania-12080329.html

Rhode Island: http://risp.ri.gov/cgu/index.php

Vermont: https://legislature.vermont.gov/statutes/section/13/051/02143

SESSION 3
Raising Money for your Club's Projects from Individuals

<u>Types of Individual Giving</u>

- *Ask,* "What are some of the types of Individual Giving? Can you give examples?"

  Create list on flip chart or use whiteboard.

<u>Suggestions:</u>

- Annual Giving, including first-time giving
- Specific Giving for a Project (Restricted Funding)
- Major gifts (the amount depends on how much you will raise)
- Capital Giving
- In-kind giving (ask for examples)
- Bequests
- Endowments

- *Ask*, "What kinds of donations can an individual give to an organization?"

<u>Suggestions</u>

- Cash
- Stocks or Bonds
- Real Estate
- Insurance
- Items for auctions
- Clothing, furniture

- *Ask, "*What is the difference between Annual Giving and Restricted Giving?

Annual giving…

- Is ongoing; year round
- Targets a large, widespread population
- Brings in smaller donations (but more of them*)*
- We ask for EREY – Every Rotarian Every Year, which is a gift to Rotary International Foundation's Annual Campaign.

Restricted giving is limited to funding specific projects, such as a capital campaigns or small projects.

- *Ask*, "Which are you more likely to ask for in Rotary – an annual gift or a restricted gift?
- *Ask,* "Can you think of a time when you might make an Annual Gift?

Can you think of a time when you would make a restricted gift?"

You might make a restricted gift for a specific project or a part of a project, such as the purchase of children's coats or the cost of food for a food drive.

- *Ask, "*What is a major gift?

Generally, a gift over $25,000, but that amount depends on the project for which you are raising the funds.

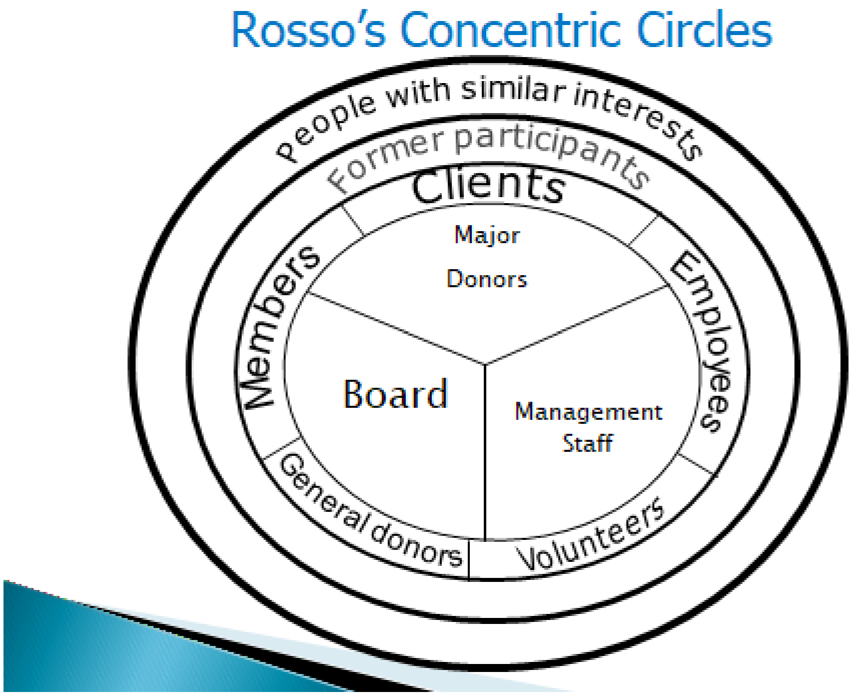
- *Ask,* "When might we ask for a major gift?"

Where We Can Find Individual Donors

- *Ask* "In individual giving, what do you think a prospect is and how does it differ from a suspect?
    - Prospect: Any potential donor whose linkage, giving ability, and interests have been confirmed.
    - Suspect: A possible source of support whose philanthropic interests appear to match those of a particular organization, but whose linkages, giving abilities, and interests have not yet been confirmed.
- *Ask, "*Where might we find potential individual donors?" ***(Create flipchart or use whiteboard.)***

Suggestions:

- Rotary Club Members and Members of other Rotary Clubs or civic organizations
- Their friends
- Churches
- Clergy
- Interact Members and their families
- Speakers



1) *Ask,* "How can we use Rosso's concentric circles to find prospective donors?"

- *Ask,* "How is the search for individual donors like prospecting for new members for your Rotary Club?

2) *Ask,* "How can we turn a prospect into a suspect?"
3) *Ask*, "What is prospect research and how can we do it?"
   - It is the basis to establish, maintain, and expand the long-term gift relationship with the ultimate goal of converting donors into major gift relationships.

Methods of Approaching Individual Donors

1) *Ask,* "What are some ways of approaching individual donors to ask for funds?" (Use flipchart or white board to record results)

Suggestions:

- Face to Face Solicitation
- Direct Mail Solicitation
- Telephone Solicitation
- Social Networking, such as Facebook, Go-Fund Me, Network for Good
- E-mail Fundraising, such as Constant Contact

2) *Ask,* "Which do you think is the most effective way to raise funds? Why? Face-to-Face Solicitation is the most effective for larger gifts.
3) *Ask*, "Which do you think is the least effective?" Why? What might you use that type of solicitation to do?"
4) *Ask,* "What do you think is the best method of Fundraising from individuals?
5) *Ask,* "What do you think is the worst method? Why?
6) *Ask*, "What are the advantages and disadvantages of each of these types of Fundraising? ***Create list on flip chart or use whiteboard.***

- We are living in a digital age but don't be so quick to turn away from the tried-and-true Fundraising techniques (personal solicitations (staff and volunteer initiated, direct mail campaigns, and email solicitations) that continue to drive significant revenue for nonprofits.
- Experiment with emerging Fundraising methods such as crowdfunding, giving days and Fundraising challenges to acquire new donors. On a parallel track, be prepared to devise strategies for identifying and cultivating individuals with the capacity and inclination to offer support at higher levels.
- Investing in peer-to-peer communications and Fundraising can not only increase revenue but also increase donor retention rates.

Face to Face Solicitation

1) *Ask*, "How would you involve your Rotary Club members or Board members in individually asking their friends and colleagues for financial assistance for your project?

Suggestions:

- Use the same prospect sheet that we used for Breakout 3.
- Ask them to include a reason why this person may be interested in supporting your project.

2) *Ask*, "What can you develop to give to potential donors?

- Brochure, although this is not always effective.
- Wish book – a listing of things you need that a potential donor might "adopt," such as a bed for a residence or hospital.
- Video that you can place on your I-pad showing how donations can help

3) *Ask,* "What should go into the brochure, on an I-pad, on the website to attract larger gifts?"

Suggestions:

- Use *lots* of pictures that show action and how what their gift can do to change someone's life
- Break down what a person can give into smaller gifts, such as a $25 donation will enable us to provide meals for a month or a week.
- Include some quotations from people who have benefited from your programs. Pictures of children are particularly effective.
- Create a video to use on your I-pad that shows your project at work.

4) What is the *Benevon* Approach to individual Fundraising?

The Benevon approach is based on building relationships over time.

https://www.benevon.com/about-us/benevon-model-overview/

Using this model, you create small groups that bring people together to learn how their donation to your cause will change people's lives. Have people who have benefited from what you have done to share their story. Each person on *your board invites five people. After the event, your Board member or Rotary member calls to ask the five people what impressed them the most. Then you have each of those people invite five people to the next event. You do NOT ask for money until the third event.*

5) *Ask,* "When should you ask for a gift and how should you ask?

Suggestions:

- Make an appointment to see each person
- Explain why you are interested in the cause or the project
- Invite the group of persons to an event that will show off what you are trying to achieve.
- Do not ask for money the first time you meet with a person or group.
- Break larger gifts into smaller monthly or quarterly or even yearly payments.
- What kind of response card or model can you use to insure the person will make a gift? What should be on that card?
- Prepare a pledge card for the person that talks about what the person wants to support, the dates that the person will give. This may be spread out over several months or even several years.

6) *Ask,* "How should you thank special individual donors?"

- Written (or typed) thank you notes that are personalized. If someone who will benefit cans hand-write the donor a personal note that will endear the donor to your cause.
- Special recognition (plaque or tree of life or other that displays the person's giving or recognition at one of your special events.
- Trees of life or similar

7) *Ask*, "What are the tax implications in thanking individual donors?"

Gift substantiation rules: see IRS Publication 1771 at www.irs.gov/pub/irs-pdf/p1771.pdf (Acrobat Reader required)

IRS' announcement of the 2019 dollar values can be found in Rev. Proc. 2018-57, available on the IRS website at https://www.irs.gov/pub/irs-drop/rp-18-57.pdf

More information is available on the IRS Web site at http://www.irs.gov/Charities-&-Non-Profits/Charitable-Organizations/Charitable-Organizations-Substantiation-and-Disclosure-Requirements

Happy Dollars

Ask, "How many of you have used happy dollars at your Rotary Club to raise funds for a project? Please tell us about what you did and how it worked.

Direct Mail

1) *Ask,* "What is direct mail?" *Using the US Postal Service or similar to send solicitation letters*

2) *Ask,* “What are the advantages of using direct mail? What are the disadvantages?

- Direct mail is the least cost-effective of all solicitation.
- Direct mail will most likely bring in only smaller donations, perhaps as high as $100, but likely only in the $5 -$25 range.
- It is very likely to get thrown out.
- It generally results in only a 1- 2% return for first time donors
- It has the least direct involvement of the potential donor.
- Facebook and social media Fundraising also get swiped, but the cost is much lower.

3) Ask, “What are the costs of direct mail?”

Suggestions

- Cost of purchasing outer envelope and inner envelope
- Cost of paper for letter and printing if not just using Word Mail Merge
- Cost of printing reply card, if not included in letter
- Cost of brochure, if included – note: including a brochure does NOT necessarily increase the amount of donations you will receive if you receive donations at all
- Cost for postage – a first class stamp is now 55 cents a letter; bulk mail cost varies with how many you are sending and how finely you sort the mail. In addition, you will need to decide whether to ask the person to put a stamp on the reply envelope or use POSTAGE PAID, which will cost you 55 cents/letter.

- *Ask*, “What does ROI mean*? (Return on Investment)*” “How is it determined?”

  The value is easily **measured** using your projected response rate (number of prospects who will act on your call to action) and **ROI** (**return on investment**). Typical response rates for a **direct mail** campaign range from about 1% to 5%. Usually, a direct mail campaign acquires only between 1-5% in new donors out of the total number of letters sent. That number increases to 40% for repeat donors and even higher for steady donors.

- It may cost you as much as $10 to $20 or more to acquire a first-time donor, but once that donor has been acquired, the ROI will increase for repeat donors.

Resource: https://www.printingforless.com/Direct-Mail-ROI-Calculator.html

- *Ask,* “What are the components of a direct mail campaign?”
- Letter itself
- Reply mechanism
- Outer envelop
- Reply envelope

- *Ask,* “What should you include in the solicitation letter?
- Listing of your Board Officers and Directors

- Your club's 501(c) (3) number.
- Photos, preferably in color – very important, as a picture is often worth a thousand dollars. People read photos more quickly and more often than they read text.
- The prospective donor's name and address at the top
- A personal salutation

The personal salutation should include the title and last name. If someone on your Board knows the donor, that person should cross out the proper name and handwrite the person's first name or nickname.

- Personalized stories written about those who have benefited from your organization.
- Information on how your organization or your Rotary Club's project will change lives.
- Do NOT use the passive tense. Use active verbs about how that person can make a difference in someone's life.
- For those who have donated before, include, "Your last gift was $_____. We hope you will consider renewing that gift or even increasing it to (last gift plus 15%).
- *Ask*, "What should the letter look like?"
- Studies have shown that letters on unusual sized paper, especially ecru or cream or light beige, outperform those written on white paper.
- The same studies have shown that when the text is in sepia or a brown color, there seems to be a better chance that people will read the entire letter. Use 12 point type, larger if your audience is older.
-
- *Ask,* "How long should the letter be?"

There is much debate about how long the letter should be. Some people feel that a one-page letter is enough, while others argue that the letter should go on for several pages.

- *Ask,* "Who should sign the letter?

Suggestions:

- Executive Director
- Board Member or Rotary Member.
- If one of your club members knows the donor, have that member
- A beneficiary of your organization (include his/her picture or story)
- If one of your Rotarians or Officers is a personal friend of that potential donor, then the Rotarian or Board Member can write a personal note below the official signature at the bottom.

The Reply Form
Ask, "What should you include on the reply form or reply mechanism?"

Suggestions:

- Use perforated 11” x 14” paper for the letter, with the perforation at 11”
- Include the name and address of donor again. In small italics, ask the potential donor to make any changes
- Ask for the donor’s e-mail
- Put the word YES! In large bold letters in a slightly larger font. Add something like, “I want to help the Rotary Gift of Life save children’s lives,” for example.
- Use check boxes, with the largest number you are asking first in a slightly larger bolded font. Then put down slightly lower numbers. Odd or unusual numbers are more likely to get funded.
- If the person has donated before, use the last donation plus 15% as the first suggestion.
- If possible, include how a $500 donation will help, a $100 donation, a $50 donation, a ($25 donation. Include an “Other” option, followed by a blank line.
- Ask if they would like more information on a wish book or President’s Club or whatever you choose to call it.

The reply envelope

1) *Ask,* “What are the advantages of using the different types of reply mechanisms (perforated form, separate card, envelope with a flap on which the donor can write information. (Convenience, all inform)
2) *Ask,* “What size should the envelope be?”

Most are 6-3/4 envelopes, which easily fit inside #10 envelopes

3) *Ask, “*What are the advantages and disadvantages of using postage paid vs. asking the person to supply a stamp or even supplying a real stamp?”

   People are more likely to send back a postage paid reply envelope. If you ask for a stamp, please put something like “your stamp will help,” in the space for the stamp. Supplying stamps is probably going to be a waste of money

The outer envelope

1) *Ask*, “What needs to be on the outer envelope?
2) *Ask,* “What would make it more likely for an envelope to be opened?

Suggestions:

- A picture on the outside of the envelope, usually in the lower left corner
- Use color to draw attention (do not use green or red as that reduces the number of donations. Brown or purple is the most likely colors to draw attention. Red says “Stop!”
- Your bulk mail indicia if you are using it, at the top right.

3) *Ask,* “What should be written on the outer envelope?”

Something like "Here's how you can save the life of a child with a damaged heart" that will draw the donor in. This can be written on the bottom left of the envelope.

4) *Ask,* "What size should the envelope be?"

A #10 envelope is fine, but one slightly bigger or smaller is more likely to be opened.

How to Send the Solicitation

1) *Ask*, "Should you use bulk mail or first-class mail to send your direct mail?

2) What are the advantages and disadvantages of using bulk mail?

3) *Ask*, "What do you have to do before you bring bulk mail to the post office?"

4) *Ask,* "Should you use bulk mail stamps instead of just imprinting bulk mail?

5) *Ask:* "How can you get a bulk mail license?"

Go to your post office with your 501 (c) (3) and ask to open an account.

Refer to: https://pe.usps.com/businessmail101?ViewName=NonprofitPrices

https://pe.usps.com/businessmail101?ViewName=NonprofitApplication

https://pe.usps.com/businessmail101?ViewName=NonprofitPreparation

6) How often should you send out direct mail solicitations to the same people?

Some organizations believe that you should send out direct mail at least seven times a year. Ask your group how often they prefer to receive direct mail.

Other Techniques to use with Direct Mail

1) *Ask,* "What other techniques can you use with direct mail?

2) *Ask, "*What do they entail and what advantages or disadvantages do they have?"

Suggestions:

- Wish Books – catalog of specific items a person can "purchase" for the organization. It is a bit more like restricted giving
- Gift Clubs – people get certain benefits at different levels. You need to be careful of the tax laws.
- Presidents' Club for Special Donors, offering special benefits for higher donors.
- Giveaways such as T-shirts, tote bags, calendars

3) *Ask*, "Where do these techniques fit into the pyramid of giving?"

As a person gives more and more, he/she moves up the pyramid of giving. Major donors are at the top of the pyramid.

4) *Ask*, “What are some giveaways you might include with a direct mail campaign? Should these be included?

Suggestions: magnets, pads, return address labels, calendars.

5) *Ask,* “What are the USA tax laws regarding giveaways, sweepstakes, or contests?”

For more information about the gift substantiation rules, see IRS Publication 1771 at www.irs.gov/pub/irs-pdf/p1771.pdf (Acrobat Reader required) or contact the Center. The IRS' announcement of the 2019 dollar values can be found in Rev. Proc. 2018-57, available on the IRS website at https://www.irs.gov/pub/irs-drop/rp-18-57.pdf

More information is available on the IRS Web site at http://www.irs.gov/Charities-&-Non-Profits/Charitable-Organizations/Charitable-Organizations-Substantiation-and-Disclosure-Requirements.

Telephone Solicitation

1) *Ask*, “Have any of you used telephone solicitation to raise funds? What did you do? How did it work out?
2) *Ask*, “What are the purposes of telephone solicitation?”
   - Used to acquire, renew, and upgrade donors.
   - Used to gather information.
   - Often combined with a direct mail campaign.
3) *Ask*, “What are some ways you can use the telephone to increase your giving?”
   - Calls to acquire a first-time donor.
   - Thank-you calls, to thank donors for gifts that just arrived.
   - Lapsed donor calls, to try to recapture prior donors.
   - Ticket sales calls, follow-up on invitations to activities and
   - Special events; also encourage attendance.
   - Membership calls, to invite and renew annual memberships.
   - Club, guild, or group calls to retain interest and participation.
   - Upgrade calls, to invite a larger gift than last time.
4) *Ask,* “What do you think are the advantages and disadvantages of telephone solicitation?”
5) *Ask*, “What kinds of calls can you make using telephone solicitation?”
   - Calls to a person who has never received a call before.
   - Calls to a person who has responded to a mailing.
   - Calls to a person who called requesting information.

Be sure to review all information on prospect before calling –don't forget your message objective.

6) *Ask, "How should you start a telephone solicitation?*
   - Introduce yourself and organization.
   - Thank them for their prior gifts.
   - The first 15 seconds are critical, don't move too fast.
   - Always ask if it's a good time to talk.
7) *Ask*, "What should you say in the middle of a telephone solicitation?"
   - Use open-ended questions to move the conversation forward:
   - Ask how they are doing and share comment about weather or something you have in common.
   - How did you become involved with your organization? Or this department?
   - Ask, "What do you think of…?"
8) Ask, "How do you end a telephone solicitation?"
   - Talk about your organization and what is happening.
   - Remind them of the purpose of your call:
   - To answer questions
   - To see if interested in moving forward with gift
   - To arrange appointment to visit
   - Don't forget to ask for money, if that is why you are calling
   - Thank for their time. Recap conversation and what you will be doing.

Using Crowdfunding and Social Media to Raise Funds

- *Ask,* "What is crowdfunding?"

  Using online mechanisms and social media to raise funds
- *Ask*, "How many of you have used crowdfunding or another form of social media to raise funds?
- *Ask,* "What did you ask for? How did that work?"
- *Ask*, "What do you think are some advantages and disadvantages of using crowdfunding or social media?
- *Ask*, "Can you think of some different ways to raise funds using crowdfunding or social media?"

Suggestions:

- Facebook
- Go Fund Me
- Instagram, for younger people

- Constant Contact - allows you to send e-mails or newsletters to a targeted group, to set up events, and to keep people informed of what you are doing.

Refer to: https://www.constantcontact.com

- *Ask*, "What should you look for in choosing a crowdfunding or social media page?"

A user-friendly mobile app, 24/7 customer support and a blog packed with Fundraising tips are all features to look for.

- *Ask,* "What do you have to include in a crowdfunding page?"

Go Fund Me Pages: https://support.gofundme.com/hc/en-us/articles/360001992627-Creating-a-GoFundMe-From-Start-to-Finish

Facebook Fund Raising: https://www.facebook.com/help/990087377765844?helpref=relate

How to Craft a Social Media Content Strategy: https://www.beacontechnologies.com/blog/2015/11/how-to-craft-a-social-media-content-strategy/

Eight Ways to Grow your nonprofit social media followers: https://trust.guidestar.org/8-ways-to-grow-your-nonprofit-social-media-followers

- *Ask,* "What is the cost of crowdfunding or using Facebook?"

Crowdfunding rates vary, but Go Fund Me appears to be the cheapest – with a fee of 3% of the donation plus 30 cents per donation.

Facebook starts out free, but you need to pay extra to boost your page – can go up to $100.

- Ask, "How can you use Constant Contact to raise funds from individuals? www.constantcontact.com

BREAK-OUT SESSION 4 (30 minutes)

Each team or partner set will select a project for which it will seek funding. The team will pick one modality for funding from face-to-face solicitation, direct mail, telephone solicitation or using crowd-funding/ social media.

Each team will answer the following questions, which they will later report to the rest of the group:

1) What is the project, whom is it benefiting, and how much the Rotary Club needs to raise from individuals?
2) Why the team chose the modality of individual Fundraising that it selected
3) Where the team will find potential donor prospects
4) What steps will the team take to carry out the solicitation?
5) What will the team need to spend on the solicitation? What will be included?
6) Over what period of time will the solicitation take place?

Attachment 3-A
Prospective Donors Worksheet

Think of your contacts, acquaintances, friends, and family members who might consider donating to your project.
Member name:
Date:

Professional Contacts: Consider your supervisor, current and former colleagues, acquaintances from professional associations, and people you have done business with recently.

Name:
Occupation:

Name:
Occupation:

Service Contacts: Consider neighbors, community leaders, and acquaintances who have volunteered with you on Rotary or non-Rotary events or service projects.

Name:
Occupation:

Name:
Occupation:

Name:
Occupation:

Name:
Occupation:

Name:
Occupation:

Name:
Occupation:

Attachment 3-A *page 2*

Community Contacts

Name:
Occupation:

Name:
Occupation:

Name:
Occupation:

Name:
Occupation:

Name:
Occupation:

Name: ____
Occupation: ____________________________

SUMMARY OF ONLINE RESOURCES

Section 1: Introduction to Fundraising

Taking the fear out of Fundraising: http://www.theFundraisingauthority.com/learn-from-an-authority/Fundraising-asks-marc-pitman/

Why people give: http://trainyourboard.com/Fundraising-therapy-part-1-getting-fear Fundraising/

Section 2 – Running Special Events

Five Tips to make your event a success:

file:///C:/Users/Administrator-1/Documents/Rotary%202018-19/RLINEA/Graduate %20course%20on%20Fundraising/eBook_5EventsTips.pdf

Using Constant Contact for event outreach*:* www.constantcontact.com\

Planning a Backwards Calendar: https://www.smartsheet.com/blog/support-tip-work-back-schedule

Section 3 – Fundraising from Individuals

Information about the Benevon System: https://www.benevon.com/about-us/benevon-model-overview/

Determining Return on Investment: https://www.printingforless.com/Direct-Mail-ROI-Calculator.html

IRS Gift substantiation rules: see IRS Publication 1771 at www.irs.gov/pub/irs-pdf/p1771.pdf (Acrobat Reader required)

IRS' announcement of the dollar values can be found in Rev. Proc. 2018-57, available on the IRS website at https://www.irs.gov/pub/irs-drop/rp-18-57.pdf

More information is available on the IRS Web site at http://www.irs.gov/Charities-&-Non-Profits/Charitable-Organizations/Charitable-Organizations-Substantiation-and-Disclosure-Requirements

Rules for Non-Profit Mailing Rates through the United States Post Office:
https://pe.usps.com/businessmail101?ViewName=NonprofitPrices
https://pe.usps.com/businessmail101?ViewName=NonprofitApplication
https://pe.usps.com/businessmail101?ViewName=NonprofitPreparation

Go Fund Me Pages: https://support.gofundme.com/hc/en-us/articles/360001992627-Creating-a-GoFundMe-From-Start-to-Finish

Facebook Fund Raising: https://www.facebook.com/help/990087377765844?helpref=relate

How to Craft a Social Media Content Strategy:
https://www.beacontechnologies.com/blog/2015/11/how-to-craft-a-social-media-content-strategy/

8 Ways to Grow your nonprofit social media followers*:* https://trust.guidestar.org/8-ways-to-grow-your-nonprofit-social-media-followers

How to Use Constant Contact mailings: www.constantcontact.com