

FUNDRAISING for The Rotary Foundation 2015 DLTA



WELCOME!

WE ARE HERE TO HELP

Presented by:

Treacy Duerfeldt
Tav MacPherson
Jim Burton

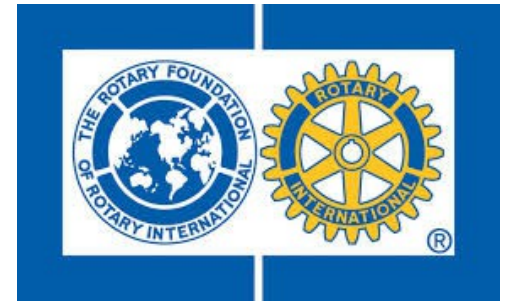
FUNDRAISING for The Rotary Foundation 2015 DLTA




THE OUTLINE:

- GOAL SETTING
- AWARENESS
- RECOGNITION
- PAUL HARRIS SOCIETY
- TRF TEAMWORK WITH Ags
- VIRTUAL TRF AUCTION
- CONCLUSIONS & COACHING

FUNDRAISING for The Rotary Foundation 2015 DLTA



Rotary  **Club Central**

Welcome Treacy Duerfeldt

Club View

District 5020 | Club Lacey

Your Club Service Foundation Giving

Club View

District View

Club Group View

Global View

Resources

Reports

Your Club

Successful clubs achieve their goals by staying vibrant, flexible, and innovative. This tab provides you the opportunity to view and track membership, Rotarian engagement, club communication, and public relations goals.

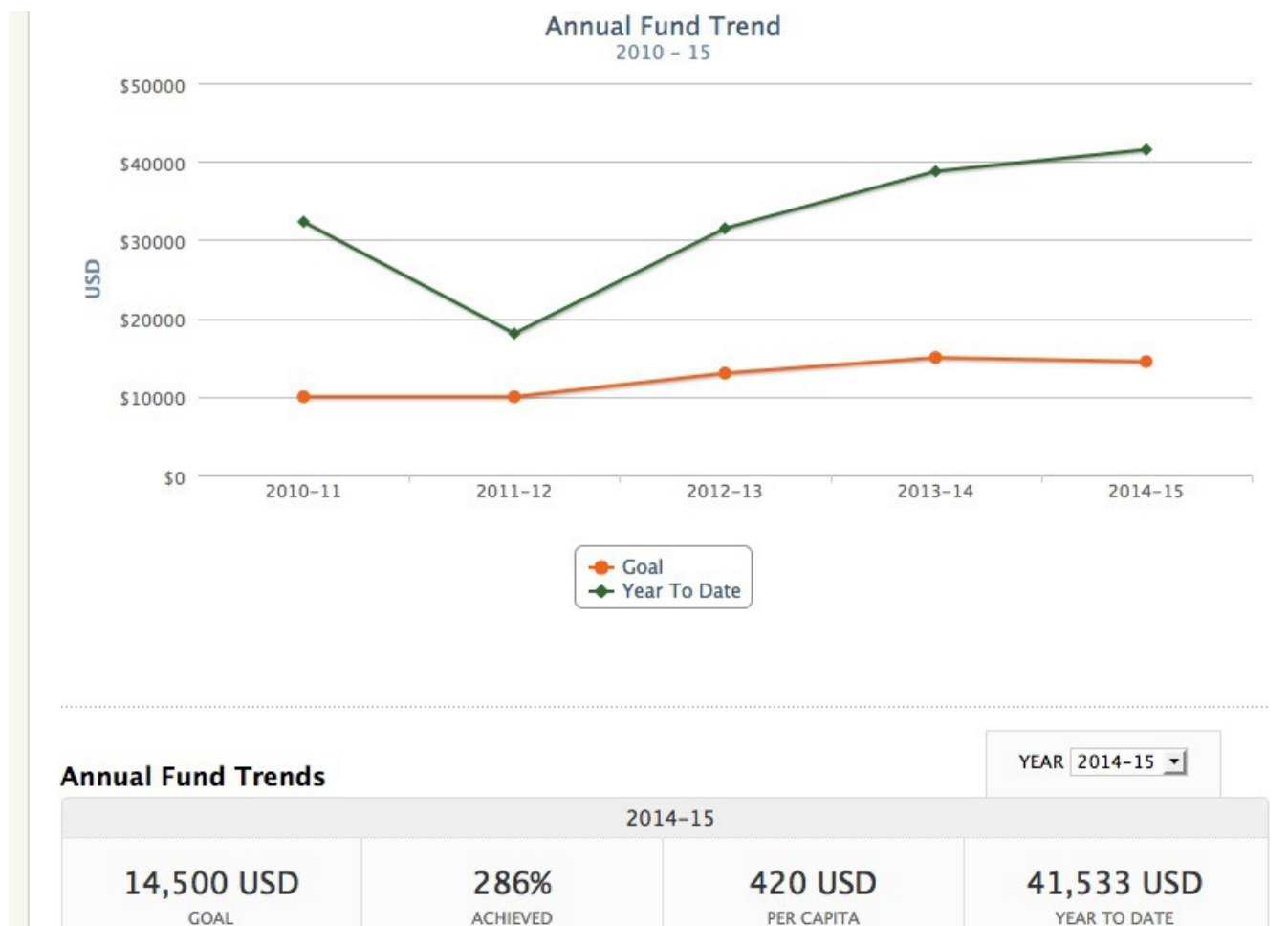
Current, incoming, and immediate past club leaders — the president, secretary, treasurer, executive secretary, Foundation chair, and membership chair — can edit goals and achievements. All club members can view goals and achievements.

Print Page

**GOAL SETTING: WHERE DO I FIND TRF
GOALS FOR MY CLUB?**

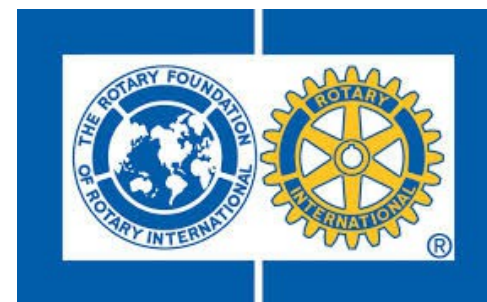
FUNDRAISING for The Rotary Foundation

2015 DLTA



GOAL SETTING: AN EXAMPLE

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	2013-14 TOTAL	2014-15 GOAL	5-YEAR HIGH
Paul Harris Society	15,093 USD	2,000 USD	15,093 USD
Sustaining Members	23,487 USD	9,500 USD	29,930 USD
Every Rotarian, Every Year	130 USD	1,000 USD	784 USD
Other Contributions	50 USD	2,000 USD	2,121 USD

PolioPlus Fund ?

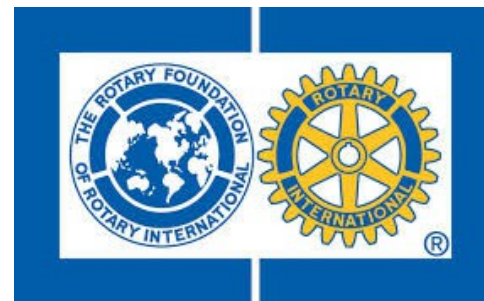
▼ Details

	2013-14 TOTAL	2014-15 GOAL	2014-15 YEAR TO DATE
PolioPlus Fund	8,250 USD	750 USD	90 USD

How to fix this:
Virtual Auction?
www.10tons10minutes.com?

GOAL SETTING: AN EXAMPLE

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Major Gifts and Endowment Fund ?

 [EDIT](#)

▼ Details

	2013-14 TOTAL	2014-15 GOAL	ALL-TIME TOTAL
Major Gifts	0	1	4
Bequest Society	0	2	11
Benefactors	0	2	36

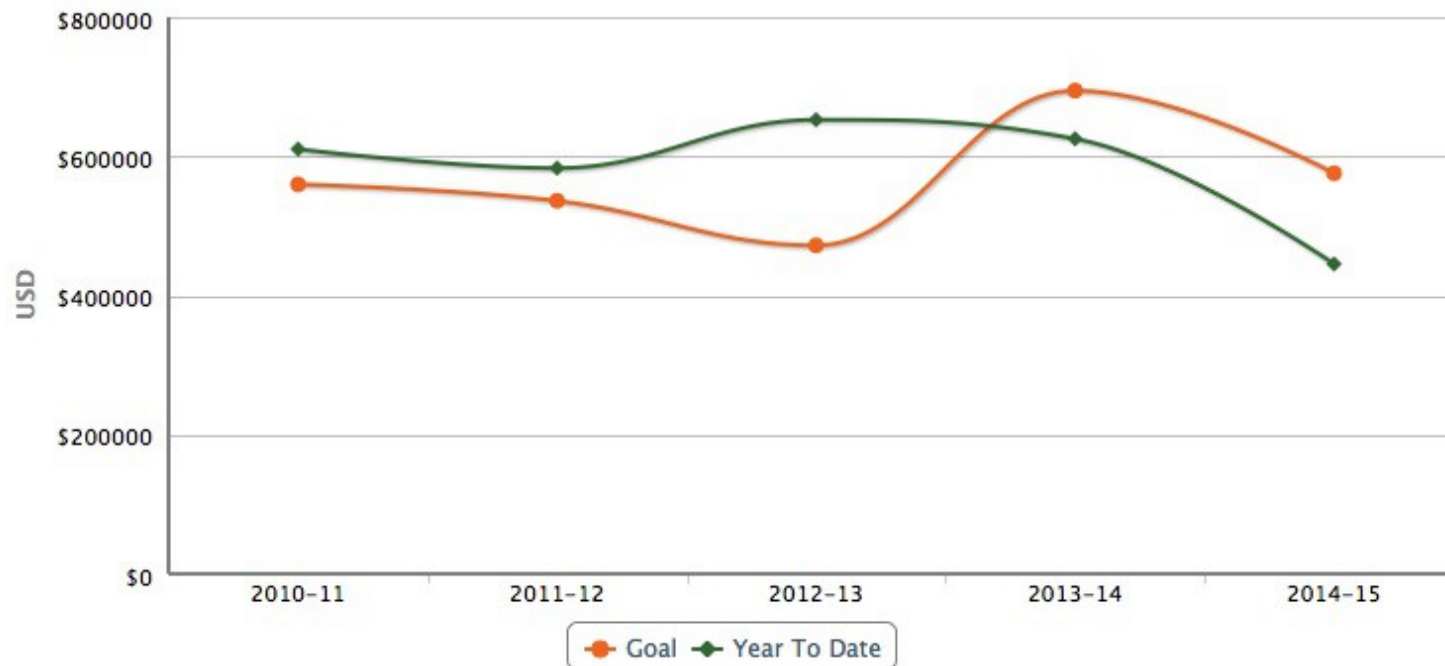
ALWAYS ROOM FOR IMPROVEMENT....
IN GOAL SETTING!

GOAL SETTING: AN EXAMPLE

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Annual Fund Trends
2010 - 15



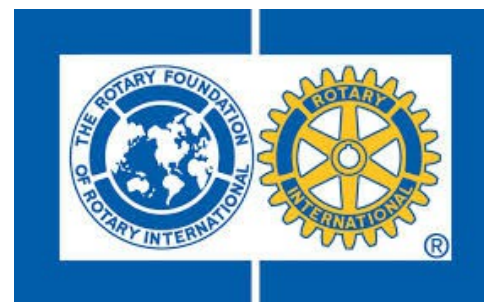
Annual Fund Trends

YEAR 2014-15

2014-15			
575,590 USD	77%	94 USD	445,161 USD
GOAL	ACHIEVED	PER CAPITA	YEAR TO DATE

GOAL SETTING: HOW IT RELATES TO THE DISTRICT

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	CLUBS WITH GOALS	2014-15 GOAL	ACTUAL CLUB PARTICIPATION	2014-15 YEAR TO DATE
Paul Harris Society	58%	170,000 USD	44%	96,884 USD
Sustaining Members	70%	217,220 USD	88%	295,715 USD
Every Rotarian, Every Year	63%	86,260 USD	78%	43,435 USD
Other Contributions	42%	94,110 USD	32%	9,126 USD

PolioPlus Fund

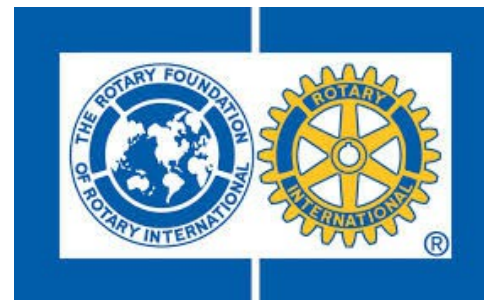
▼ Details

 VIEW

	CLUBS WITH GOALS	2014-15 GOAL	ACTUAL CLUB PARTICIPATION	2014-15 YEAR TO DATE
PolioPlus Fund	61%	121,150 USD	83%	184,293 USD

GOAL SETTING: HOW IT RELATES TO THE DISTRICT

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Major Gifts and Endowment Fund

▼ Details

 VIEW

	CLUBS WITH GOALS	2014-15 GOAL	ACTUAL CLUB PARTICIPATION	2014-15 YEAR TO DATE
Major Gifts	26%	10,005	2%	2
Bequest Society	34%	79	5%	6
Benefactors	35%	168	6%	8

GOAL SETTING:

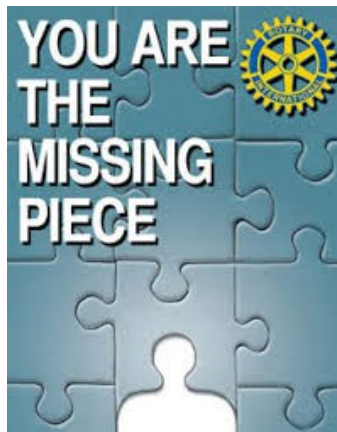
- TAKE AN ACTIVE ROLE!
- THINK PER CAPITA!
- ASK US HOW!
- WORK WITH BOTH PRESIDENT AND AG!

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TRF AWARENESS

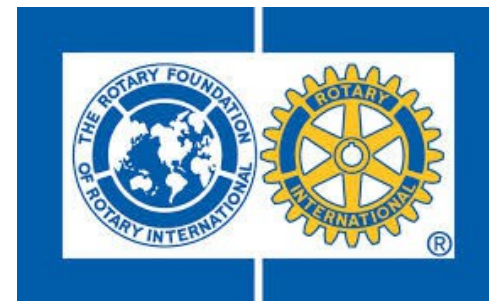
- Starts as a NEW MEMBER
- ORIENTATION
- What Good we do in the World
- What your Club does with TRF
- Ways of Committing and Giving



WAYS OF COMMITTING & GIVING

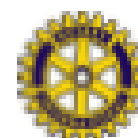
- EREY
- Sustaining Member
- PH (think TRF Direct)
- PHS
- Benefactor
- Bequest Society
- Major Donor

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TRF AWARENESS

- Club Level PRomotion
- Awareness of Specific Club GOALs
- Project Presentations
- Polio Update
- Local TRF Impact Stories
- TRF Raffle



ROTARY CLUB OF LACEY Sustaining Members

All Members Contribute \$100 to RI
GOAL FOR 2014 = 100% = All 100 Members

We are 3 members short



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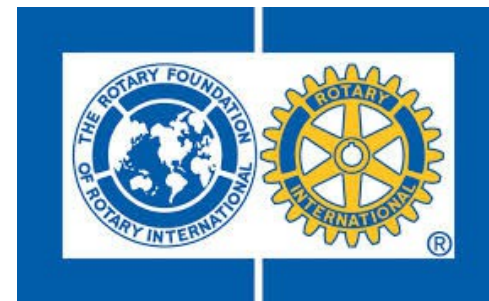


RECOGNITION

- Area Dinner
- Club Celebration
- District Officer Visit



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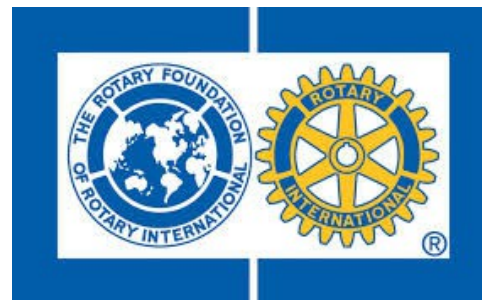


PAUL HARRIS SOCIETY

- Don't stop at Paul Harris, why?
- What \$1000 does in the world...
- Many Rotarians see TRF as their “Charity of Choice” right up there with the family church.
- Ask what % of overall giving is made by PHS....see if audience knows.
- Korea has PHS clubs. Why don't we have a 5020 PHS Club?



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REASON FOUR

Developed World

\$50 will pay for movie tickets, popcorn, and soft drinks for two adults

\$100 will pay for a round of golf

\$500 will buy two tickets at a concert or sporting event

Developing World

\$50 will pay for cataract surgery for one adult in India

\$100 will pay for 310 polio vaccine doses

\$500 will buy prosthetics for 8 children in Cambodia

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5020 TRF TEAMWORK with AGs



- Help with GOAL SETTING
- Connect to Resources and 5020 TRF TEAM
- Learn and Share Good Ideas
- Eyes and Ears of Opportunity
- Identify Coaching Situations
- Encourage Connection



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The *Virtual* TRF Auction

--Procurement of items

- Where to find business support
- Procurement Letter
- Follow up and Thank you

--The Silent Auction

- By E-mail
- Various Times of Year
- Why your Club might this to just writing checks



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WHERE DO I GO TO FIND AUCTION ITEMS?

- Businesses Looking for New Customers
- Festival Websites
- What to Do websites
- Club Rotarian Contacts



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Rotary Pledge - "Service Above Self"

Lacey Rotary Club, Lacey, Washington

Annual Auction Fundraiser

February 6th, 2015, 6pm, Indian Summer Golf Club, Lacey, Washington
100% Of Proceeds Benefit Local, National and International Rotary
Humanitarian Projects for Disease Prevention, Child Health, Water &
Sanitation, Education, Economic Development & Peace Projects

WE HOPE YOU WILL HELP US WITH A KIND DONATION

Auction Item Procurement Form

Donor Information:

Donor Name (as it should appear in the program) _____

Contact Name _____

Address _____

City _____

State _____ Zip _____

Phone _____ Fax _____

Please Print Email Clearly: _____

Donor Signature _____ Date _____

Description of Donation (please be specific including size, restrictions, dates, etc.)

Expiration date (if applicable) _____ Donor Stated Retail Value \$ _____

Procurer Information below-

Please return forms to Jim Burton (jaydeeburt33@aol.com) -Cell - 253-370-3140

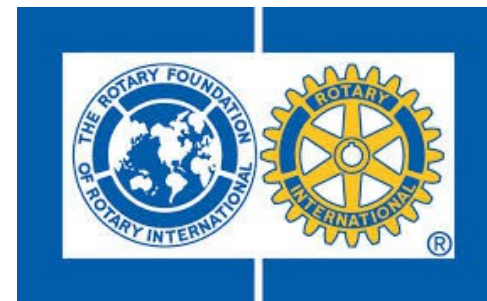
Mail Certificates to: Jim Burton, 5740 Devonshire St SE, Olympia, WA 98501

The Rotary Foundation of Rotary International is a 501(C)(3) Non-Profit Organization

Donations are tax deductible as allowed by the IRS. Tax ID# 36-3245072

HOW DO I APPROACH AN ITEM DONOR PROSPECT?

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Rotary Club of Lacey
*Working To Make the World
a Better Place*
Service Above Self

To: Store Manager: Greg Wilson

LACEY ROTARY DINNER & AUCTION

February 13th, 2014

Dirty Dave's Pizza

BEST PIZZA IN

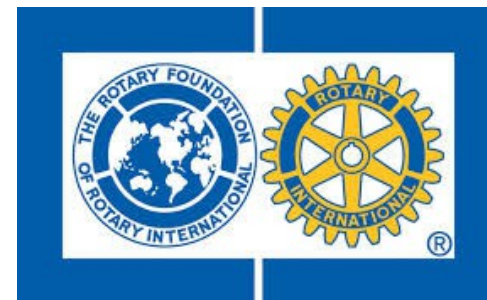
OLYMPIA

Please Donate an Auction Item

501(C)(3)Non Profit Tax ID # 36-3245072

HOW DO I APPROACH AN ITEM DONOR PROSPECT?

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SAMPLE FORM FOR MEMBER ITEM PROCUREMENT



Rotary Pledge - "Service Above Self" LACEY ROTARY MEMBER PROCUREMENT FORM

PLEASE HELP US OUT WITH A KIND MEMBER'S DONATION

Donor Information:

Donor Name _____

Item: _____

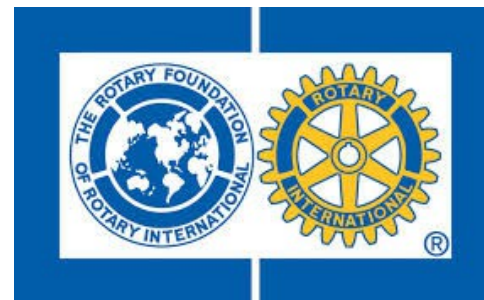
Description of Donation (please be specific including items, size, restrictions, dates, etc.)

Expiration date (if applicable) _____

Donor Stated Retail Value \$ _____

Please return forms to Alice - Prior to Jan 29th at Lunch

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ON-LINE AUCTION #1

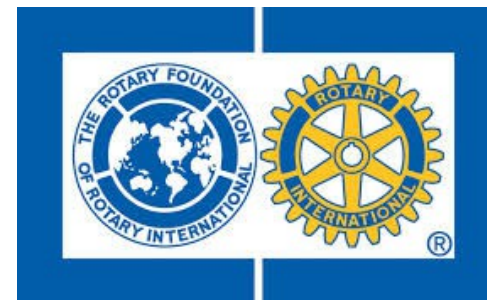
<u>Item</u>	<u>Name</u>	<u>Amount</u>	<u>OWES</u>
<u>Done</u>			
Tug Boat Annies	Dustin Wilson	\$50.00	pd
Nail Gun - Bayview	Dustin Wilson	\$150.00	pd
Sun Set Air Service	Jim Johnson	\$250.00	pd
Costco Card	Dustin Wilson	\$60.00	pd
Emerald Downs	Jim Burton	\$40.00	pd
Pints and Quarts	Lori Flemm	\$40.00	pd
CD Nail Spa	Jim Burton	\$30.00	pd
Fire Creek Grill	Dustin Wilson	\$30.00	pd
Olympic Coffee	Randy Roedell	\$90.00	pd
Museum of Flight	Dave Schneider	\$40.00	pd
TNT Exterminators	Bill McGregor	\$100.00	pd
TOFU HUT	Dustin Wilson	\$40.00	pd
Fred Meyer Card	Dustin Wilson	\$170.00	pd
St Martin's Sports	Bill Knight	\$200.00	pd
TOTAL For #1		\$1,920.00	

ON-LINE AUCTION #2 IS BELOW

<u>Item</u>	<u>Name</u>	<u>Amount</u>	<u>OWES</u>
<u>Done</u>			
LOWES in Lacey #1	Bill McGregor	\$100.00	pd
LOWES In Lacey #2	Jim Burton	\$115.00	pd
American Lake Golf #1	Jim Burton	\$75.00	pd
American Lake Golf #2	Bill McGregor	\$100.00	pd
PA PA MURPHYS	Al Hanson	\$30.00	Owes \$30
Salty's Grill	Kelly Golob	\$50.00	Owes \$50
Manresa Castle	Jim Spade	\$150.00	pd

**EXAMPLE ITEMS
AND RESULTS**

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ShurKleen Car Wash #1	Jim Burton	\$70.00	pd
ShurKleen Car Wash #2	Mark Mills	\$70.00	Owes \$70

Fujiyama Dinner #1	Irene Pereze-Emmons	\$50.00	pd
Falls Terrace	John Masterson	\$60.00	pd
Norma's Burgers	Jim Burton	\$55.00	pd
Mc Menamin's	John Masterson	\$60.00	pd

Item	Name	Amount	Paid
Done			
Trader Joes	Al Hanson	\$50.00	Owes \$50
Izzys Pizza #1	Jim Burton	\$30.00	pd
Izzys Pizza #2	Yasmin Alptekin	\$30.00	pd
Seattle Team Store	Jim Burton	\$20.00	pd
The Ram #2	Larry Blume	\$60.00	pd
The Ram #3	Lori Flemm	\$65.00	pd
The Ram #4	Al Hanson	\$80.00	pd
TOTAL For #2		\$690.00	
ACC TOTAL		\$2,610.00	

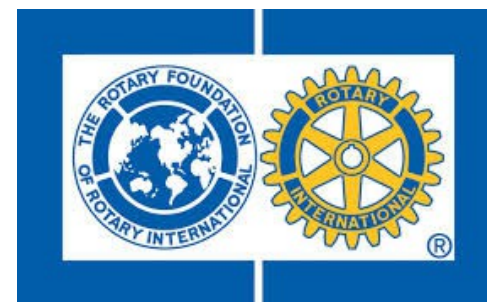
EXAMPLE ITEMS AND RESULTS

ON-LINE AUCTION #3 IS BELOW – I will bring the bid sheets
on the 6th

These items will go in folders and be Collected for on the 6th –
Auction night

Item	Name	Amount	Paid
Done			
HYATT Stay & Dinner	Allen Johnson (jim b will pay)	\$225.00	Owes \$225
Flying Colors Painting	Kelly Golob	\$300.00	Owes \$300
Oakridge Golf	Bill McGregor	\$35.00	Owes \$35
Sport Bar Restaurant	Jim Spaid	\$35.00	Owes \$35
Cap City Golf and Grill	Jim Burton Took the Cert	\$55.00	Owes \$55
AHLF Law Offices	Jim Durham	\$200.00	Owes \$200
Comedy Underground	Jim Burton Took the Cert	\$40.00	Owes \$40
Vic's Pizza	Mary Weiss	\$30.00	Owes \$30
Gary's Tire and Auto	Bill McGregor	\$35.00	Owes \$35

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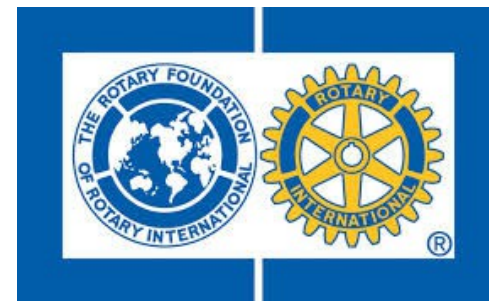


EXAMPLE ITEMS AND RESULTS

Subway	Jim Burton	Took the Cert	\$40.00	Owes \$40
Emerald Queen Dinners	Del DeTray		\$30.00	Owes \$30
Izzy's Pizza Dinners	Bill McGregor		\$25.00	Owes \$25
Black Ball & Butchard	Lori Flemm		\$100.00	Owes \$100
Hop Jacks	Jim Burton	Took the Cert	\$110.00	Owes \$110
Ivars	Jim Burton	Took the Cert	\$15.00	Owes \$15
Johnny's Dock	Greg Cuoio		\$15.00	Owes \$15
Hoodsport Winery	Greg Cuoio		\$75.00	Owes \$75
Farrelli's Pizza	Jim Burton	Took the Cert	\$85.00	Owes \$85
			TOTAL For #3 \$1,450.00	
			ACC TOTAL \$4,060.00	

**THESE ARE ITEMS AND RESULTS WITHOUT A LIVE
AUCTION...ALL VIRTUAL!**

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BUSINESSES **DONATING TO** **THE AUCTION SO FAR THIS** **YEAR**

Indian Summer Golf Club – Rounds of Golf - \$150

*The MailBox – Downtown Olympia – PO BOX -
\$170*

Ryan's Automotive Detail - \$100

Hop Jacks, Lacey – 2 - Dinner Cards - \$50

South Sound Running – Running Shoes - \$150

*American Lake VA Golf Club with cart - for 4 -
\$100*

Liberty Tax Services – Lacey – 2 Tax Preps - \$300

*Thompson Signs – 4'X8' Full Color Vinyl Banner -
\$300*

Thrive Fitness Center – 2 Items - \$200

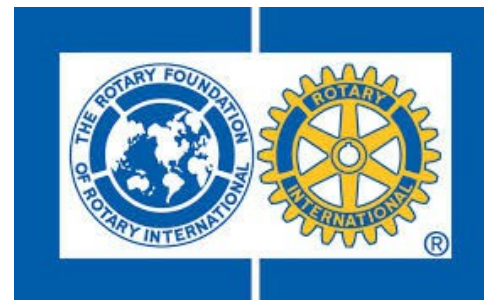
Emerald Downs – 2 Items - \$100

Fantastic Sam's – 2 Items - \$50

*Fire Creek Grill - Capital City Golf Dinner for 2 -
\$50*

BE SURE TO RECOGNIZE THE DONORS AT MEETINGS

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***Up-Date For ON-Line Auction #3
Get your bids in - This auction
closes at 8pm Today -Tuesday.
THAT IS ABOUT 10 hours FROM
NOW!***

***Next Up- date around 2pm
today - Tuesday***

***LOOK AT #15 - I made a mistake on the pricing!
See new amounts - No wonder no one bid!***

Rules of this On-Line Auction

Length - about 72 hours - ends at 8pm on Tuesday (Feb 3rd). I will do a last call at about 5pm on Tuesday.

Send me your bids and I will update the amounts and persons bidding to everyone every 6 to 12 hours.

Bids must be in at least **\$5.00 or \$10.00** increments - please

Most items have a minimum starting bid - if it is not met the auction item will roll over to the dinner & auction on the 6th.

You will need to pay for the on-line items you buy at the Auction and Dinner on the 6th and you will receive the item that evening. They will be in your folder at check out when you pay.

If you can't come to the Dinner & Auction on the 6th please drop a check by my home before the 6th.

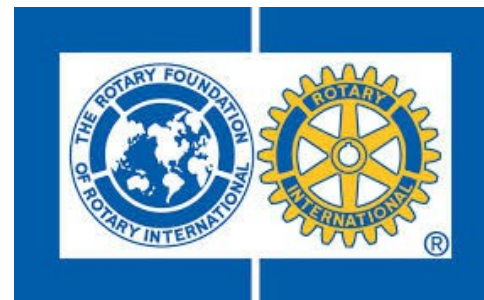
5740 Devonshire St SE - Olympia - Call me 253-370-3140. We need to account for everything by the 6th.

100% of the money you spend will go toward your Paul Harris.

If you have not done your \$100 sustaining yet this year - Here is a great opportunity to get the \$100 done and get an item also. Everything below could be worth over \$100 sustaining.

SAMPLE AUCTION E-MAIL

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ITEMS FOR THIS ON-LINE AUCTION

#1 - HYATT HOTELS STAY PACKAGE - BELLEVUE - Includes one night with a 2 pm late check out. Breakfast for two in EQUUS, Valet Parking and a dinner certificate to John Howie Restaurant in Bellevue. Rated *** 5 stars.
\$250 Value - Start the Bidding at \$150
Dan W - \$150.00; Sheryll A - \$200; **Alen J - \$225.00;**
Come on! Who wants to go **BIG!****

**#2 - FLYING COLORS PAINTING GIFT CERTIFICATE - Thanks to Dustin Wilson - This was a best seller last year!
This is a \$400.00 OFF gift certificate from Dustin for a paint job - interior or exterior. Book early for spring and summer of 2015.
Value \$400.00 - Start Bidding at \$250.00
Bill Mc - \$250; Kelly G - \$300; **IF you are painting next year - this is a real good one!**
We used Dustin 3 times in the past 3 years - great quality, service and price! Interior and exterior.**

**#3 - OAKRIDGE GOLF IN ELMA - 18 holes of golf for 2 people.
\$50 Value - Start the Bidding at \$35
Bill Mc - \$35;**

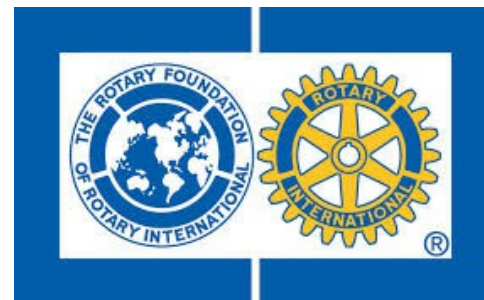
#4 - SPORT Restaurant and Bar - SEATTLE - *** 5 star. \$50 dinner certificate.
Value - \$50.00 Start the bidding at \$35 This is a great Place!~
Jim Spaid - \$35;**

**#5 - Capital City Golf & Fireside Grill, Lacey
Value - \$75 Start Bidding at \$35
Jim B - \$35; Greg C - \$40; Jim B - \$45; Greg C - \$50; Jim B \$55;**

**#6 - AHLF LAW OFFICES - \$250 Certificate for Family Estate Planning - This was a very popular item last year!
It is donated by Ahlf Law Offices - Thank you Dave.
\$250 Value - Start the Bidding at \$150 I bought this one 2 years ago and they did my will - great job - great price.
Jim D - \$150.00; Perry S - \$155.00;**

SAMPLE AUCTION E-MAIL

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#19 - HOODSPORT WINERY - Wine Tasting Party for 10 - With
Hords d'oeuvres and
serveral great wine selections- Great Office or Girls Party or
Couples night out.
Value \$150.00 Start bidding at \$75
Greg C - \$75

#20 - FARRELLI'S PIZZA - 2 - \$50 Gift Cards - LOVE THIS ONE
\$100 Value
Dan W - \$80; Jim B -\$85;

**SAMPLE AUCTION
E-MAIL**

Bidding over the Value - Great Paul Harris Donation!
TOTAL AMOUNT OF BIDDING SO FAR - \$1,305.00

Auction is over Tuesday at 8pm

FUNDRAISING for The Rotary Foundation 2015 DLTA



OTHER VIRTUAL AUCTION BASICS:

- Say Thank you**
- E-mail Auction can include non Rotarians**
- Collect \$\$ same week of Auction**
- Sample timeline and process**
- More Templates available**



FUNDRAISING for The Rotary Foundation 2015 DLTA



**CONCLUSION: We're here to help and
have the tools.**

Make time to meet with us!