

Rotary
Midwest PETS



Midwest PETS 2025
FUNDRAISING
IDEA BANK

MONEY IS THE LUBRICANT
FOR OUR GOOD DEEDS



Fundraising Idea Bank

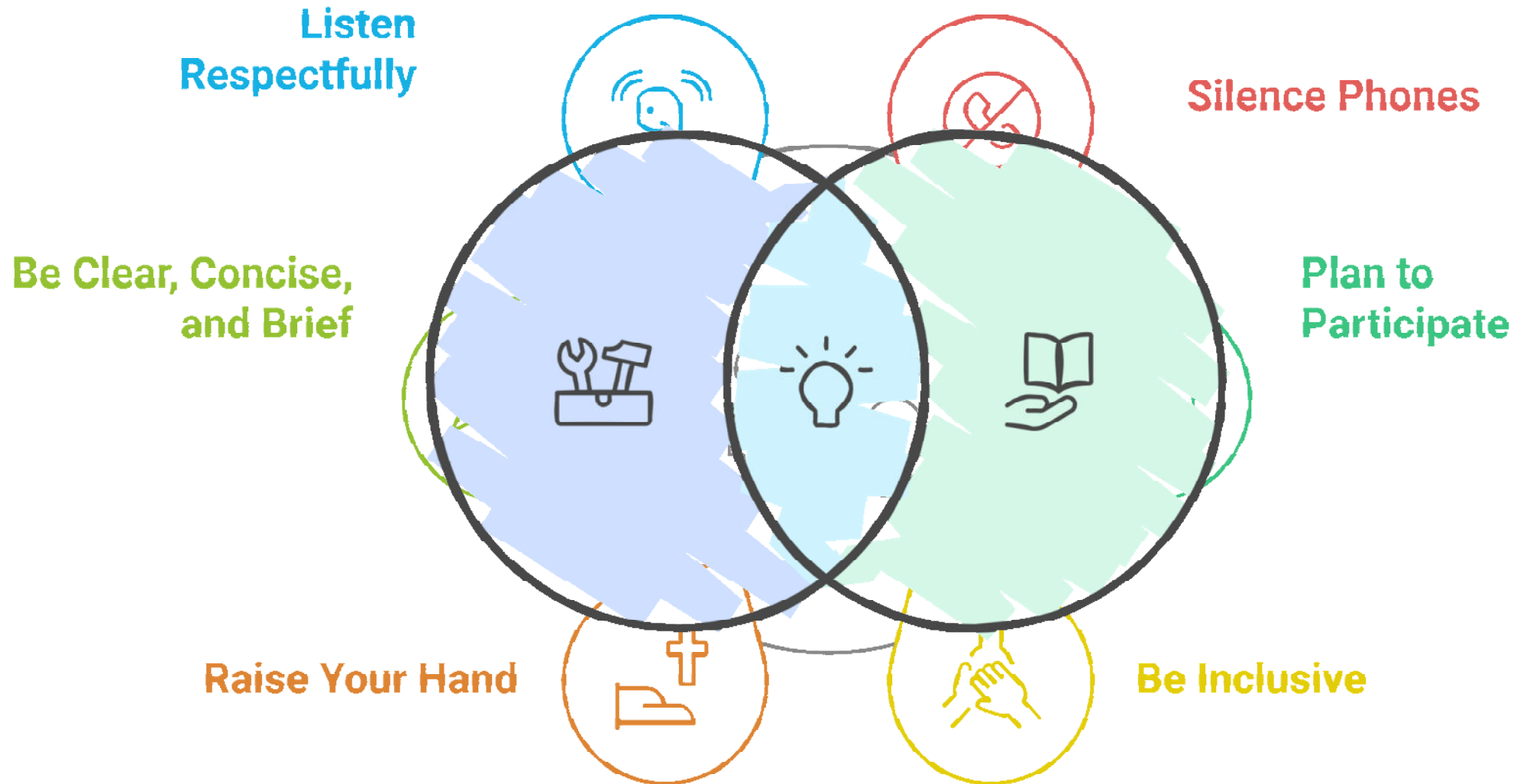


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Ground Rules



But First: A Few Questions to Get You Thinking...

- Do you know how much money your club raises annually?
- What % of the money you raise comes from outside your membership? From non-Rotarians?
- Is your Club's big fundraiser the main project of your club?
- Does your club have a 501(c)(3) charitable fund?
- Do you know how much your club/members give annually to The Rotary Foundation?

Fundraising Idea Bank: Objectives

- Fundraising Basics
 - Why Raise Money?
 - Where to Raise Money?
 - How to Raise Money?
- Share Ideas, Resources, and Best Practices
- Build Connections to Help You Raise Money Together
- Share Tools / Programs to raise money for The Rotary Foundation



Why Raise Money?

- For planned projects or earmarked charities
- To fund an endowment
- Have money in the bank when an idea is raised or need arises
- To make your community a better place
- To support a standing club project or initiative
- To fund the match for District and Global Grants
- To donate to The Rotary Foundation

Make A Difference

Build Awareness of Your Club and Rotary International

Where Do We Get Money?

- Dues and Fees
- Donations to your club and projects
- Club savings / endowments
- **The Rotary Foundation**
- **Fundraisers**

From Whom Can You Raise Money?

Rotary and Rotarians

- Your Members
 - Giving to club projects
 - Support of club fundraisers
- Other Rotary Clubs
- The Rotary Foundation

Other People!

- Family and Friends
- Businesses
- Foundations
- Other Nonprofits and Community Organization
- Community Members
- Governmental Agencies

Ideas to Raise Money

- Galas, Banquets
- Raffles – reverse raffles, vehicles
- Festivals and Entertainment
- Community Appeal
- Competitions: Duck Race, Car Drop, 5K, Auto Rally
- Activity-thons: Walk-a-thon
- Others
- Add-ons: 50/50, silent auction, “pledge ladder”, pull tab tickets, etc.

Will the car drop through
the ice at your time?



If it does, you win \$1000!

Don't Recreate the Wheel!

Research who is doing something similar in Rotary

- Don't compete locally
- Share tools, materials, ideas

Online Resources

- National Council of Nonprofits
- Association of Fundraising Professionals
- Consultants (ex: Swaim Solutions)



Using Online Tools for Fundraising

Payment Processors

- ClubRunner / DAC DB
- PayPal
- Stripe
- Square
- Facebook
- FroogalPay
- Elavon

Fundraising Platforms

- **GiveLively**
- **RallyUp**
- **GiveSmart**
- **GiveButter**
- **Zeffy**
- BetterUnite
- OneCause
- GiveSignup

Specialized

- Golf
 - Event Caddy
 - Perfect Golf Event
- Online Auctions
 - 32Auctions
- Donations
 - Network for Good

RallyUp Example



Platform Overview

Learn about our do-it-all platform and discover our 10 ways to raise



Events & Ticketing

Beat your fundraising goals with incredible, hassle-free events



Peer-to-Peer

Turn your biggest supporters into your biggest fundraisers and attract new donors



Raffles

Build enthusiasm and raise more funds with Raffles that make it fun to give



Sweepstakes

Increase suspense and unforgettable sweepst

Donors can optionally leave a tip at checkout to cover platform costs, so you don't pay a Platform Fee. Or, you can turn off Donor Tipping and switch to a 7.5% Platform Fee.

draiser that any size crowd



Store (Sales)

Enhance your fundraising portfolio with an online store that donors can't resist



Charity Livestreaming

Build an immersive virtual event by adding a Livestream with donation-based activities



Instant Fundraiser Templates

Create entire Fundraising Experiences in minutes with Instant Templates



Integrations

Fundraise faster and smarter by integrating your most powerful asset, information

Planning your Fundraiser

- Decide why you want to do a fundraiser
- Establish a timeline
- Establish a budget and target
- Consider and address local laws
- Determine available community/available resources
- Outline logistics (e.g., location, supplies, and set up)
- Describe volunteer requirements
- Communication and publicity are crucial
- Measure success
- Recognize achievement

Want to Share Your Fundraiser?



bit.ly/fundraisingideabank

**ROTARY FUNDRAISING
IDEA BANK**
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Fundraising Idea Bank

Share information on your club's fundraising initiatives, and offer to be a resource to others. After you submit, you'll receive a link to view the database so you can find similar projects and collaborators and look for tips / advice. Note: your submittal is visible to all.

Name *

First Name

Last Name

Club *

District *

Fundraiser Name *

When was it?

Type of Fundraiser *

<input type="checkbox"/> Gala / Banquet	<input type="checkbox"/> Raffle
<input type="checkbox"/> Festival / Entertainment / Party	<input type="checkbox"/> Community Appeal
<input type="checkbox"/> Competition (e.g. Car Show, 5K, Auto Rally)	<input type="checkbox"/> Activity-based (e.g. Walk-a-thon)

You can download an Excel file with the full contents of the Fundraising Idea Bank at <https://www.jotform.com/tables/240567630915055>

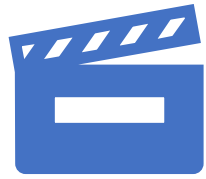
Fundraising Idea Bank Database

<https://www.jotform.com/tables/240567630915055>

S...	Fundraiser Name	Type of Fundraiser	T I	Aa Tell us about your fundraiser - target, duration, things that went well, things that ...	When w...	Want t...
Apr 3, 2024	Souper Bowl of Soups	Other	Soup co...	Our Club is hosted the Souper Bowl of Soups on February 29th at Chandler's Chophouse f...	February 29, 2024	
Mar 17, 2024	Rockin' Rotary Ribfest	Festival / Entertainment / Party		Tremendous fundraiser from the very small Rotary Club of Lake in the Hills, District 644...	Annually in July	
Mar 17, 2024	Bands, Brews, and BBQ	Festival / Entertainment / Party		Great three-day event of the Rotary Club of McHenry Area, District 6440.	August annually	
Mar 15, 2024	Calendar Raffle	Raffle		A \$100 ticket gives you a chance at from \$50 to \$500. Five winners are drawn at each we...	Starts April 2024	
Mar 15, 2024	Souper Bowl of Soups Cookoff	Festival / Entertainment / Party		Great idea from the Rotary Club of Schaumburg AM, District 6440.	March 2023	
Mar 15, 2024	Rotary in Motion Challenge	Activity-thon (ie Walk-a-thon)		Idea from the Rotary Club of Highland Park-Highwood, D6440.	Aug 2020	
Mar 15, 2024	Angel's Share Hand Picked Bourbon Tasting	Merchandise Sale (ie Fruit, Hams, F		Idea from the Rotary Club of Carpentersville Morning, District 6440. Very creative and ...	2020	
Mar 15, 2024	Pints for Polio	Festival / Entertainment / Party		Here's a superbly described Pints for Polio fundraiser, from Entrepreneur LaShonda Bro...		
Mar 15, 2024	Women in Rotary Tea Party	Festival / Entertainment / Party		Here's a superbly described tea party fundraiser, from Entrepreneur LaShonda Brown D...		
Mar 15, 2024	Golf Ball Drop	Competition (ie Car Drop, 5K, Auto		Idea from the Rotary Club of Deerfield in D6440.	Sept 2023	
Mar 15, 2024	Memorial Golf Outing	Competition (ie Car Drop, 5K, Auto		Idea from the Rotary Club of Illinois Beach Sunrise in D6440.	Sept 2020	
Mar 15, 2024	Online Trivia for a Cause	Competition (ie Car Drop, 5K, Auto		Idea from the Rotary Club of Schaumburg AM in D6440	Oct 2020	
Mar 15, 2024	Craft Beer in a Box	Merchandise Sale (ie Fruit, Hams, F		Idea from the Rotary Club of St. Charles Breakfast in D6440.	Oct 2020	
Mar 15, 2024	Evanston Loves Movie Night	Festival / Entertainment / Party		Great idea from the Rotary Clubs of Evanston and Evanston Lighthouse in D6440. It wa...	Oct 2020	
Mar 12, 2024	Oktoberfest Raffle	Raffle		We partnered with a local craft brewery on an Oktoberfest. Lasted Friday night through Su...	October 2021	
Mar 8, 2024	Milwaukappella	Festival / Entertainment		The event was called Milwaukappella. The idea was that we would invite a cappella stude...		
Mar 6, 2024	Jingle Jaunt	Other	Christma...	We invite participants to pay \$20 in order to join the crawl. Attendees know that their regi...		

QUESTIONS?
COMMENTS?

Take Action!



What are your post-session action items?



What goals / changes do you have for your Club?



Who are you going to recruit to implement your action items?



How are you going to share your vision?

Thank You!



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