

# CASTLEGAR SUNRISE ROTARY FUNDRAISING STRATEGY

Name of proposed fundraiser: \_\_\_\_\_

## Purpose

*Our club raises funds through events and activities to help make a difference in our community (local and global) while providing a sense of accomplishment, self-betterment, camaraderie, and FUN to our “do-gooder” members.*

*We strive to leverage events to establish and strengthen relationships, utilize individual members’ skills, and expand the reach and awareness of Rotary.*

## Principles

*Fundraising events **must** be vetted by the club against these criteria:*

- *Pass the Four Way Test*
  1. *Is it the TRUTH?*
  2. *Is it FAIR to all concerned?*
  3. *Will it build GOODWILL and BETTER FRIENDSHIPS?*
  4. *Will it be BENEFICIAL to all concerned?*
  
- *Be Profitable (good Return on Investment), Inclusive, Accessible and FUN*

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- *Involve the community of Castlegar and club members*

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- *Have a passionate leader/champion*

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- *Provide reciprocal benefit to supporters, donors and volunteers*

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- *Be scalable, unique, exciting, diverse, and alive to fundraising trends*

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- *Have a balance of workload vs benefit*

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- *Be coordinated with other club and community events (to avoid conflicts)*

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- *Have opportunities for Rotary publicity*

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Fundraising events **must not**:

- Oversaturate business (with requests) \_\_\_\_\_
- Overwork members and volunteers \_\_\_\_\_

## Participants

- All club members
  - Not necessary all members in all events, but each member should be connected to at least one fundraising event/activity

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- Experienced members and new members should work together to ensure continuity and historical knowledge is retained.

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- Community:
    - Businesses \_\_\_\_\_
    - Sponsors \_\_\_\_\_
    - Organizations-other Rotary and Service Clubs \_\_\_\_\_
  - Members of the greater community

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- Beneficiary/recipient organization

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- Groups with similar interests in fundraising event theme

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- Vendors and service providers

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- City of Castlegar
  - RCMP
  - Regulatory groups

Other notes/comments: \_\_\_\_\_  
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