ANNUAL GIVING RESOURCE

WHAT I CAN HELP WITH

- Strategies to promote The Rotary Foundation and increase support for the Annual Fund
- Fundraising training for district leadership
- Paul Harris Society promotion
- Rotary Direct and online giving
- Data and reports training
- Presidents-elect training seminars
- Club and district presentations
- Individual donor cultivation and stewardship

THREE STRATEGIES FOR DISTRICT LEADERS

1. GET TO KNOW THE FOUNDATION

- Rotary Foundation Basics
- <u>The Rotary Foundation</u> <u>Reference Guide</u>
- Endowment materials
- PolioPlus resources
- <u>My Rotary reports</u>
- Fundraising Basics

2. PROMOTE THE ANNUAL FUND

- Rotary Foundation Facts
- <u>Social media</u>
- <u>Every Rotarian,</u> <u>Every Year brochure</u>
- Paul Harris Society brochure

• Every Rotarian, Every Year club presentation

- <u>Paul Harris Society</u> presentation
- Storytelling resources

3. ENGAGE DONORS

- Rotary Event Planning Guide
- <u>Paul Harris Society Virtual</u> <u>Event Planning Guide</u>
- District and global grants
- <u>Understanding Foundation</u> <u>Recognition Points</u>
- <u>Simplify giving with</u> <u>Rotary Direct</u>
- Matching gifts



For general information, email rotarysupportcenter@rotary.org or call 1-866-976-8279