

District Assembly – April 29, 2023
Be the One to Host Successful Fundraising Events

Meeting Notes Shared by Participants

Try This:

- Don't forget WIFM – What's In It For Me – what is benefit or value add for the participants or sponsors? Look at their perspectives to make sure it is appealing;
- Use social media well – have someone on your team who can help with getting the message out and promote the event or activity well;
- While traditionally R&D means research and development, sometimes it also means Rob and Duplicate (LOL with permission and acknowledgement, of course). Not every idea has to be original – there is much to be learned from others and what they learned from hosting events/activities;
- Use your contacts – enhance social media and traditional forms of communication with the contacts that members have – don't be afraid to ask – you are not asking for yourself, you are asking for Rotary and for others;
- Be prepared to explain what Rotary is and how this event/activity will impact the beneficiaries – you will need an “elevator speech”;
- Think about succession planning when running events/activities so that others can continue and not rely on the same people;
- Research your target audience and event and decide whether the event will be relevant or have impact e.g. how many people in your community ride bikes so you know if a bike event would create interest;
- Think of unique ways to attract sponsors – there are many successful sponsored events in the district so we can learn from each other.

Cautionary Tales:

- Think about traditional media use – will it work? Know your audience!
- Evaluate current fundraisers that have been in place – do they still hold value? Can they be adapted?
- If you decide to stop current fundraisers that have been in existence for many years, be respectful of the past and the people who worked very hard on planning and implementing these fundraisers;
- Do you have the team that can implement the fundraiser successfully? Are there adequate resources?
- Be careful that Rotary doesn't "get lost" – are the events so popular that the participants or community have forgotten that Rotary is the host and why this fundraiser benefits the community and/or Rotary project?