

We want to share a unique ongoing fundraiser idea.

For the past 20 years The Dearborn Heights Rotary Club had raised over \$100,000 by placing cash collection boxes at area businesses throughout the community.

Here's how it works.

We purchase the clear acrylic cash boxes at about \$20 each. Inside the display area of the box, we add information about our club and a glimpse at a couple of our most popular projects with pictures and a short description.

On the back of the insert we suggest to the Rotarian who will be placing the box to tape their business card and a Rotary business card with contact information. This way it is not only a fundraiser but a Vocational Service visit to a fellow businessperson.

We choose businesses that have a high walk-in customer count such as gas stations, party stores, cleaners, banks, bakeries, etc.

We then visit the businesses and ask the owner / manager to place the box in a visible location near their cash register. (You can use this letter <https://tinyurl.com/RotaryBox>) We explain to them about Rotary and more specifically some of our club projects in the community while appealing to their charity minded thinking. This is a great way for them to show their customers they like to support the community by helping do their part to make a difference.

This takes very little effort. The boxes should be placed in locations you usually visit frequently so that you can go in to empty the change and dollars that are collected. Count the money and turn into to your club treasurer, then get busy spending it on worthwhile projects.

Before Covid we hosted an appreciation lunch asking our box sponsors to join us then we let them know what we do with the money collected in more detail.

We also have a banner at our Annual Fundraiser Dinner thanking all box sponsors and asking our guests to patronize them.

If you want more information, contact our chairperson, Mike Roy, Sr 313-258-6415.

Happy fundraising ~~ Dearborn Heights Rotary