

**Regional Rotary Foundation Workshop
Group Discussion Session
October 17th, 2008
1035-1200 – International Reception Hall**

Moderator: RRFC Hoe-Beng Fong

Facilitators:

Scribes:

Facilitators' Guide

Background Information

An interactive forum for Rotarians share best practices and brainstorm new ideas for sustained and increased financial participation to The Rotary Foundation's Annual Programs Fund through the Every Rotarian, Every Year effort and support The future Vision Plan and \$100 million challenge.

Facilitator's notes: • Divide the Meeting Room into 6 groups (3 English, 3 Chinese). Each group facilitator will introduce the discussion topic; assign a volunteer scribe. The brainstorming session will last 50 minutes. Moderator will close the brainstorming session and ask each facilitator/scribe to take three minutes to share the three best ideas of the group to the entire audience.

1035-1045 (10 minutes) – Moderator Introduction

- Overview of 3 discussion Topics
 1. The Future Vision Plan
 2. \$100 million challenge.
 3. EREY

1045-1135 (50 minutes) - Facilitated Discussion Roundtables:

1. The Future Vision Plan
2. \$100 million challenge
3. EREY

3-1 EREY Success stories, successful club fundraisers

Facilitator's notes:

- What are measures of success associated with EREY? Financial measures; increased knowledge and participation.
- What do we mean by success stories and why are they important?
- How do you share successes; for acknowledging achievement and for inspiration and replication?
- Can anyone share a unique fundraiser that has captured the participation of your club and your community?
- Are there any underlying common themes necessary for a successful fundraiser?
- How do you integrate the message of Every Rotarian, Every Year within new member orientation etc?

3-2 Club Goal Setting:

Facilitator's notes:

- Why was goal setting for TRF support moved to the club level?
- Has club goal setting had positive or negative result in your clubs/district? Why?
- How is the goal-setting process communicated to your clubs? When does goal-setting take place?
- What type of goals are your clubs asked to set in terms of the Foundation?
- Are stretch or challenge goals suggested or encouraged?
- How might the club goal setting process be improved? In your district and by The Rotary Foundation?
- How can we work to re-package the goal-setting process not as another administrative task, but as an opportunity to engage and educate a club in our Foundation?

3-3 EREY resources; online giving; new strategies

Facilitator's notes:

- What marketing and educational resources have been most helpful in promoting Every Rotarian, Every Year?
- What is missing; what will help further inspire our members?
- How many here have made a contribution at www.rotary.org?

- What could be done to improve the functionality and capabilities of online giving to TRF?

3-4 Paul Harris Society

Facilitator's notes:

- What is the Paul Harris Society?
- How have your districts initiated, marketed and managed your respective Paul Harris Societies
- What has been the most successful aspect? Most challenging?
- What strategies have you and will you employ to grow your PHS membership?
- How are your PHS members recognized? Do you have regular recognition events for this group of donors?
- What other opportunities does a strong and active PHS offer for enhanced support to our Foundation?

3-5 Non-participating Clubs

Facilitator's notes:

- What do we mean by non-participating or non-contributing clubs?
- Why are contributions to APF-SHARE of such importance, and the basis for considering a club 'contributing'?
- How do you track the status of your non-contributing clubs?
- What strategies does your club or district employ to help reduce the number of non-contributing clubs?
- What other types of participation can we encourage of our clubs?

1135-1155 (20 minutes) – Facilitators Report of Top 3 Ideas (3 min. per group)

1155-1200 (5 minutes) – Closing Remarks by Moderator