

Annual Programs Fund Marketing Plan



At their April 2003 meeting, the Foundation Trustees adopted the following seven goals to achieve the US\$100 per capita worldwide goal by 2005, per unanimous district vote at the April 2001 Council on Legislation:

- 1. Create Commitment in RI and TRF Senior Leadership:** The senior leadership of RI and TRF must subscribe to the *Every Rotarian, Every Year* message, lead by example and contribute annually to the Annual Programs Fund (APF), and begin modeling this action in all of their speeches and discussions with Rotarians around the world.
- 2. Rotary Clubs Set Enhanced APF Goals:** The Council on Legislation effectively set each district's 2004-05 APF goal at US\$100 per capita. To increase club participation in the APF goal-setting process, each club will be asked to set an Enhanced APF Goal to exceed \$100 per capita.
- 3. Incorporate APF into RI/TRF Volunteer Training:** Rotary's training venues and key volunteers are vital to ensuring that the *Every Rotarian, Every Year* message is disseminated to every Rotarian at the club level.
- 4. Establish the APF Effort Volunteer Structure:** A volunteer structure utilizing the regional Rotary Foundation coordinators, Rotary Foundation strategic advisers and national advisers, district governors, district governors-elect, assistant district governors, district Rotary Foundation chairs, and Annual Giving subcommittee chairs will work with Rotary's senior leadership, the general secretary, and club leadership to ensure that every Rotarian personally receives the Rotary Foundation Sustaining Member *Every Rotarian, Every Year* message at least twice per Rotary year.

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The Rotary Foundation of Rotary International
everyrotarianeveryyear@rotaryintl.org

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continued

5. Train RI/TRF Secretariat and Rotary International Offices Staff on

APF Effort: Educate all Rotary International and Rotary Foundation staff worldwide to become knowledgeable about annual giving and Foundation programs in support of the Trustees' goals.

6. Promote the Rotary Foundation Sustaining Member (RFSM)

Program: Integral to the annual giving success will be the promotion of the RFSM program as the core program to achieve and sustain the US\$100 per capita.

7. Implement New Donor Recognition Incentives: Create annual banner recognition for 100% Rotary Foundation Sustaining Member Clubs. Effective 1 July 2003.

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