

成功策略

扶輪社友的慷慨行動所影響的地方是到處可見。當你訪談 GSE 團體研究交換團員或大使獎學金學生，或是訪問配合獎助金(Matching Grant)計劃案的實施地點時，你就會體認到我們扶輪基金會是真正為這個世界創造和平及希望。

許多扶輪社定期捐款給扶輪基金會作為他們扶輪社每年的年度目標。一貫捐款給扶輪基金會的扶輪社具備了兩項相同之處：(1) 他們的社員比較瞭解並參與扶輪基金會所做的善事(2) 他們扶輪社的領導人對每位社友贊助扶輪基金的勸募，有清楚與明確的策略。

以下是針對募集捐款的一些特定策略。這些策略很有趣，容易執行，並且在許多扶輪社及地區已證明成功。

展現給扶輪

蒙坦納州 White Sulphur Springs 5390 地區的助理總監 Bill Campbell 利用他的運動細胞以及冒險精神來提升地區對年度計劃基金的貢獻。Bill 請扶輪社友，以往上跑每臺階美金十元的方式，贊助他在中國長城 10k 公里共計 1,850 個臺階的馬拉松。雖然 Bill 已經跑完，他仍然希望收集到共 US\$18,500 來貢獻給扶輪基金會。恭喜 Bill 為扶輪保持強健的體格。如果需要更多的資訊，請由網址 Christieakers@aol.com 與 5390 地區年度計劃基金小組主委 Cristie Akers 連繫

僅只一位募款人是不夠的

荷蘭 1610 地區 Gorinchem 扶輪社的 40 位社友，承諾每人要為年度計劃基金募集到美金 1,000 元，他們被要求採用募款方式來取代個人捐獻，並達成目標。一位具有藝術天份的社員販賣他的作品，另一位提供汽車美容以清潔社區，還有一位講究飲食的扶輪社員販賣美食晚宴的門票。結果是透過一系列的活動、產品、與服務來應付各種需求，產生 40 位新的 Paul Harris Fellows，以及為年度計劃基金共募集了 US\$40,000。誠心地感謝荷蘭扶輪社員具有創意和高獲利的努力。

在德州每一位都是贏家

德州 5890 地區為他們基金會彩券的幸運贏家提供一段旅程，這些人可以到夏威夷熱帶地區作短暫的休息。但是樂趣不只這些，那位將中獎彩券售出的扶輪社員則可贏得兩人同行至尼加拉瓜或是墨西哥的旅行，地點是一個與該地區有配合獎助金計劃案的地方。還有進一步為了讓好運再散播，那位賣出中獎彩券社員的扶輪社社長，也會贏得一次參觀計劃案的機會，條件是該社年度計劃基金捐獻每人平均要達到美金 100 元。除了彩券以外，年度計劃基金也獲得從印製彩券的扶輪社員之捐獻，因為他要求將他的費用付給扶輪基金會。德州的扶輪社員創造贏家並有偉大的想法。

採用" 每年每位扶輪社員" 來支援我們的扶輪基金會。貴扶輪社如有需要策略計畫的資訊，請來電 847-866-3352 或使用我們的電子郵件: EveryRotarianEveryYear@rotaryintl.org 與扶輪基金會連繫。

The impact of Rotarians' generosity is everywhere. When you talk with a Group Study Exchange team member, an Ambassadorial Scholar or visit the site of a Matching Grant, you realize that *our* Rotary Foundation is truly creating peace and hope in our world.

Many Rotary clubs regularly contribute to The Rotary Foundation as a part of their club's annual goals. Clubs that consistently give to The Rotary Foundation have two things in common: 1) their members are more aware and involved in the good works of The Rotary Foundation and 2) their club leaders have a clear and defined strategy to conduct fundraisers and/or solicit funds from every club member.

The following are specific strategies to raise money. They're fun, easy to implement, and have proven success among many Rotary clubs and districts.

Stepping Up for Rotary!

District 5390 Assistant Governor Bill Campbell of the Rotary Club of White Sulphur Springs, MT is using his athleticism and sense of adventure to increase his district's contributions to the Annual Programs Fund. Bill is asking fellow Rotarians to sponsor his ascent of the 1,850 stairs that complete the 10K Wall of China marathon, at a rate of US\$10.00 per stair. Although he has already run the marathon, Bill is still hoping to collect a full US\$18,500 for The Rotary Foundation. Congratulations to Bill for staying fit and flexing his muscles for Rotary! For more information, please contact District 5390 Annual Giving Subcommittee Chair Cristie Akers at Cristieakers@aol.com.

When One Club Fundraiser Just Isn't Enough

Forty members of the Rotary Club of Gorinchem, The Netherlands in District 1610 commit to raise US\$1,000 for the Annual Programs Fund, and are asked to reach their goal with a fundraiser instead of through personal contributions. One club member with artistic talent sold original paintings, another cleaned up the neighborhood by operating a car wash, and one Rotarian gastronome sold tickets to a gourmet dinner. The result was an array of activities, products, and services to suit any interests, 40 new Paul Harris Fellows, and US\$40,000 for the Annual Programs Fund. Heartfelt thanks to the Dutch Rotarians for their inventive and lucrative endeavors!

Everyone Wins in Texas!

Texas District 5890 just bid a bon voyage to the lucky winners of their Foundation raffle, who are headed for a respite in the Hawaiian tropics. But the fun doesn't stop there---the Rotarian who sold the winning ticket wins a trip for two to one of the district's Rotary Foundation matching grant project sites in Nicaragua or Mexico. And to spread the good fortune even further, the club president of the person who sold the winning ticket also wins a project site visit, provided that the club has an Annual Programs Fund per capita of US\$100. In addition to the raffle proceeds, the Annual Programs Fund also gets a generous contribution from the Rotarian printer who produces the raffle tickets, since he requests that his fee be made payable to The Rotary Foundation. Rotarians of the Lone Star state certainly do win and think big!

Give "***Every Rotarian, Every Year***" the opportunity to support *our* Rotary Foundation. For more information on devising a strategy for your club, please contact The Rotary Foundation at 847-866-3352 or e-mail: EveryRotarianEveryYear@rotaryintl.org.