

# EVERY ROTARIAN EVERY YEAR



A ROTARY FOUNDATION NEWSLETTER NOVEMBER 2004

## CENTENNIAL PROJECTS KEY TO REACHING ARGENTINE DISTRICT'S GOAL

District 4840's Rotary Centennial Medal



District 4840 (Argentina, part of Paraguay) is celebrating Rotary's centennial by boosting its support for The Rotary Foundation's Annual Programs Fund. The district has launched two fundraising projects to achieve at least 80 percent of its annual giving goal.

Participants in The Great Raffle of the Centennial will have the chance to compete for two automobiles in a lottery drawing to be held on 23 February 2005. Rotarians who take part will also be eligible for Paul Harris Fellow Recognition.

In the second project, a limited series of 100 medals commemorating Rotary's centennial will be issued. Rotarians who

participate in The Centennial's Medal project by contributing US\$300 receive a numbered medal, district-issued certificate that credits them as a Rotary Foundation supporter, and pin similar to the medal. They are also credited with a \$270 contribution to the Foundation, enabling them to receive Paul Harris Fellow Recognition once their giving totals \$1,000.

"Both of these projects, together with the individual club projects of District 4840, will allow us to reach the desired goal of \$100 [in Foundation giving] for every Rotarian," says Past District Governor Daniel Elicetche.

## KOREAN ROTARIANS OVERCOME SNOW STORM, CREATE AVALANCHE OF SUPPORT

District 3680 (Korea) is fast outpacing last year's support for The Rotary Foundation, recording US\$232,084 in contributions to the Annual Programs Fund in July 2004 alone. The district's annual giving totaled \$291,964 for all of the 2003-04 Rotary year.

According to District Governor Young Hwa Son, the district officers' seminar held in March 2004 at Choong Moo, a city remote from the district, played a key role in the district's marked rise in contributions — with an unforeseen role played by the weather.

"It snowed so heavily that all traffic was stopped, and schools and companies were closed," says Young. "Unexpectedly, all members of the new team gathered, in spite of the heavy snow and difficulties. This gave us confidence in our will and ability, and we agreed to launch a grand campaign to increase contributions to The Rotary Foundation. Since the seminar, we believe that nothing is impossible if we are united as one."

The district has embraced the Every Rotarian, Every Year initiative by encouraging all members to become Rotary Foundation Sustaining Members or Paul Harris Fellows, with a goal of 400 of the latter for 2004-05.

## THE BOTTOM LINE HAS **YOUR** CONTRIBUTION BEEN COUNTED YET?

US\$10.8M

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

# U.S. ROTARY CLUB GETS 'LEVERAGE WITH A BEVERAGE'

Some like their beverages hot, as in coffee; and some like them over ice, as in tea. Both were available when Mary Beth Growney-Selene, chair of the Rotary Club of Madison West Towne-Middleton's (Wisconsin, USA) Rotary Foundation Committee, recently invited fellow club members for drinks.

The group included club members most passionate about Rotary. Growney-Selene asked them to do two things to support what they love: 1) make a contribution to The Rotary Foundation, and 2) ask four or five other club members to do the same.

Previously, the Madison West Towne-Middleton club had only modest success in

raising funds for the Foundation. In 2004-05, however, it is guaranteed to achieve more than US\$100 in per capita giving through quarterly invoicing of club members who have pledged contributions.

What accounted for the club's dramatic turnaround?

"I just asked!" says Growney-Selene of her approach to club members for Foundation contributions.

For more information about the club's Every Rotarian, Every Year strategies for success, please contact Growney-Selene, e-mail: [mbselene@tds.net](mailto:mbselene@tds.net); tel.: 608-271-7979.

## EVERY ROTARIAN EVERY YEAR

For more information about the Every Rotarian, Every Year initiative or to share examples of successful fundraising projects, please contact:

Telephone: 847-866-3352

Fax: 847-328-5260

E-mail: [everyrotarianeveryyear@rotaryintl.org](mailto:everyrotarianeveryyear@rotaryintl.org)

RI Web site: [www.rotary.org](http://www.rotary.org)

## REMINDERS

- Has your club set its annual giving goal for Rotary's centennial year? If not, be sure to submit it as soon as possible to your district governor or assistant governor. The 2004-05 Club Goal Report Form is available at [www.rotary.org/newsroom/downloadcenter/foundation/development.html#annual](http://www.rotary.org/newsroom/downloadcenter/foundation/development.html#annual). The club goal and percentage of goal achieved will appear on the District Monthly Contribution Report.
- Show your support for annual giving to The Rotary Foundation by wearing the Every Rotarian, Every Year appreciation sticker on your name badge at Rotary club meetings. The sticker is available to every Rotarian who becomes a Rotary Foundation Sustaining Member by contributing US\$100 or more to the Annual Programs Fund. Appreciation stickers are included in the *Every Rotarian, Every Year Club Success Kit* and are also available from Publications Order Services at RI World Headquarters (tel.: 847-866-4600; fax: 847-866-3276) or the international office serving your area. To find out how to become a Rotary Foundation Sustaining Member, log on to [www.rotary.org/foundation/development/annualprograms/sustaining.html](http://www.rotary.org/foundation/development/annualprograms/sustaining.html).
- Fundraisers and challenge gifts are vital to the Every Rotarian, Every Year effort and will continue to be featured in this newsletter. For more information about challenge gifts, see "Annual Programs Fund Challenge Gift Examples" on the RI Web site at [www.rotary.org/newsroom/downloadcenter/foundation/development.html#annual](http://www.rotary.org/newsroom/downloadcenter/foundation/development.html#annual), or contact the Foundation.
- Are you ready for Rotary Foundation Month (in November)? A PowerPoint presentation highlighting the Foundation's milestone achievements is available on the RI Web site. Log on to [www.rotary.org/centennial/index.html](http://www.rotary.org/centennial/index.html). Other resources are also available on the Web site.

## FACTS & FIGURES

### IT'S OFFICIAL!

Rotarians contributed US\$70.5 million to the Foundation's Annual Programs Fund in 2003-04. Here's what your support accomplished: 1,946 Matching Grants, 336 District Simplified Grants, 322 Individual Grants, 68 Rotary World Peace Scholarships, 827 Ambassadorial Scholarships, 28 Rotary Grants for University Teachers, 426 Group Study Exchange teams (all figures unaudited).

Think what US\$100 million in contributions could accomplish!

Number of clubs reporting their annual giving goal as of 31 August 2004: 18,161 (56 percent)

## NEW DVD ENCOURAGES ANNUAL GIVING

A new inspirational DVD featuring Rotary Foundation programs supported by the Annual Programs Fund is now available for promoting annual giving. Titled *Every Rotarian, Every Year* (978-MU), the nine-minute DVD is especially ideal for use at district, multidistrict, and other events. The DVD is available in English, French, German, Italian, Japanese, Korean, Portuguese, Spanish, and Swedish at a cost of US\$12 each. It can be ordered from Publications Order Services at RI World Headquarters (tel.: 847-866-4600; fax: 847-866-3276) or the international office serving your area.

## CHECK YOUR CONTRIBUTION HISTORY

Just log on to the RI Web site ([www.rotary.org](http://www.rotary.org)) and click on Member Access on the upper right-hand corner. This will connect you to Rotary Business Online, where you will be asked to enter your user name and password. Then enter your membership number (which appears on the mailing label of *The Rotarian* magazine), club number, and district number. If you don't know your club number, check with your club secretary.