

EVERY ROTARIAN EVERY YEAR



A ROTARY FOUNDATION NEWSLETTER

AUGUST 2005

ROTARIANS AIM HIGH, HIT BULL'S-EYE IN FOUNDATION GIVING

Rotarians who are leading the way in contributing to The Rotary Foundation every year are finding that setting high goals is key to achieving great results.

- Rotary Foundation Trustee Gary C.K. Huang came up with the goal of recruiting 100 new Foundation Major Donors in Taiwan by 23 February to help celebrate Rotary's centennial. The country's seven district governors enthusiastically promoted the effort, which resulted in 104 Major Donors contributing more than US\$1 million to the Foundation's Annual Programs Fund.

"The best way for us to celebrate the Rotary Centennial is to support The Rotary Foundation," says Huang, "and a strong Foundation will be most meaningful to all Rotarians in the world." Glenn E. Estess Sr., who was then RI president, honored Huang for his role in the achievement at the May 2005 Presidential Celebration on Every Rotarian, Every Year/Future of Rotary in Taipei.

- District 7770 (South Carolina, USA) formed a Paul Harris Society in support of the Foundation as its Rotary Centennial

program, aimed at enlisting 100 charter members by 30 June 2005. Members each pledged to contribute US\$1,000 or more annually to the Foundation. "I spoke about how history would look back on this major initiative in the district during the centennial and be appreciative of the charter members who believed so strongly in the Foundation," says Past District Governor Anne Matthews. The district launched the society at its Foundation seminar in September 2004 and met the goal by the district conference in April 2005. (As of 30 June, District 7770's Paul Harris Society had 122 members.)

- Former Rotary Foundation Scholar Frank Kinzie challenged the Rotary Club of Winona, Minnesota, USA, which had sponsored his scholarship in 1976-77, to raise US\$10,000 for the Foundation. A member of the Rotary Club of Beverly, Massachusetts, USA, Kinzie pledged to match all donations in excess of the prior year, up to \$10,000. The successful effort netted \$20,000 for the Foundation.

Presidential Celebration in Taipei: 2004-05 RI President Glenn E. Estess Sr. (fourth from left), 2004-05 Foundation Trustee Chair-elect Frank J. Devlyn (third from left), and Trustee Gary C.K. Huang (far left) help cut a cake in recognition of the formation of 14 new clubs in Taiwan.



STRATEGIC ADVISERS READY TO HELP

The *2005-06 Every Rotarian, Every Year Club Success Kit* (958-EN) is an important tool to help Rotary gear up for its second century of service. (Most of the kit's contents can be downloaded from the RI Web site at <http://erey.rotary.org>.) But did you know that in addition to the kit and other print and Web resources, Rotary Foundation Annual

Programs Fund strategic advisers can help clubs in your district support the Every Rotarian, Every Year effort?

The strategic advisers are responsible in assigned districts for promoting and securing gifts to the Annual Programs Fund. They provide a link with regional Rotary

Foundation coordinators, Foundation staff, and district leaders — governors, assistant governors, Foundation committee chairs, and annual giving subcommittee chairs — to help districts and clubs set and achieve Annual Programs Fund goals. Appointed by the Foundation Trustee chair, the advisers serve a one-year term, renewable up to three years.

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

US\$83.5M (Interim)

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

EVERY ROTARIAN, EVERY YEAR CLUB RECOGNITION AVAILABLE

Effective 1 July 2005, your club can qualify for the new Every Rotarian, Every Year Club banner recognition, if its per capita contributions are US\$100 or more and 100 percent of its members participate. The recognition is different from the 100% Rotary Foundation

Sustaining Member Club, in which each member must contribute \$100 annually to the Annual Programs Fund. For more information, check <http://erey.rotary.org> or contact the Foundation.

ALASKAN CLUB'S FUNDRAISER RINGS TRUE

An auction and a raffle are standard features of the Rotary Club of Anchorage's (Alaska, USA) annual Rotary Foundation fundraiser, but the 2004-05 version was a real gem. As one of the fundraiser's events, the club obtained colorful ring boxes and in all but one placed a ring with a faux stone, a cubic zirconia. The exception contained a platinum ring worth US\$1,000.

On the festive evening of the fundraiser, 1 April 2005, all the ring boxes were sold. The buyers were then asked to open the boxes at the same moment.



"No one was disappointed," says Rotary Foundation Trustee Carolyn Jones of the ring sale, which netted \$4,000 of the \$92,325 total generated by the fundraiser. "All the ladies wore their faux rings for the rest of the evening."

"This idea can easily be copied," says Jones, who "exported" the fundraiser to Russia when she attended the charter ceremony of the Rotary Club of Moscow-East in June. "I took 48 boxes with me plus some children's bright, gaudy rings and one \$200 pearl-and-diamond ring contributed by a Rotarian in my club. It was a sellout! People came up afterwards and thanked my club for sponsoring this event because it was such fun."

Diane Fejes (seated, right), past president of the Rotary Club of Anchorage, purchases a ring at District 5010's fundraiser, as 2004-05 assistant governor Paul McGuire (standing) presides as master of ceremonies.

REMINDERS

- Has your club set its annual giving goal for 2005-06? If not, be sure to do so as soon as possible and submit it to your district governor. The 2005-06 Fund Development Club Goal Report Form is available at <http://erey.rotary.org> (under Club Success Kit Downloads). The club goal and percentage of goal achieved will appear on the District Monthly Contribution Report.
- Do you have your *Every Rotarian, Every Year* DVD (978-MU) yet? If not, check the RI online catalog for details at <http://shop.rotary.org/catalog/default.php>. Your 2004-05 district governor received the

DVD, which is ideal for use at district, multi-district, and other events. Watch a 40-second preview of the DVD on the RI Web site by logging on to <http://erey.rotary.org>.

- Are you ready for Rotary Foundation Month (November)? Several resources are available on the RI Web site that clubs can use to promote the Every Rotarian, Every Year effort. They include PowerPoint presentations on the effort and the Foundation, and "Success Strategies" documents that feature ways of giving to the Foundation. Go to <http://erey.rotary.org>.

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

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Fax: 847-328-5260

E-mail: everyrotarianeveryyear@rotaryintl.org

RI Web site: www.rotary.org

SIGN ME UP!

Keep up to date with the Every Rotarian, Every Year effort and encourage other members of your club to do so by receiving this quarterly newsletter. Take the shortcut to view or subscribe to the newsletter by logging on to <http://erey.rotary.org>.

If you subscribed to the newsletter in 2004-05 and your Internet service provider has changed, please be sure to let us know. (See contact information on this page.)

TO CHECK YOUR CONTRIBUTION HISTORY...

Just log on to the RI Web site at 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 in some countries), club number, and district number. If you don't know your club number, check with your club secretary.