

General Fundraising Procedure and Suggestions
District 5500 Ride to End Polio, November 18, 2017

Build Your List of Potential Contacts

A key to successful fundraising is to tell as many people as possible about your Ride to End Polio participation and about your fundraising goal. Consider each of these groups as you build your contact list:

1. Your Rotary Club and Its Members

- a. Ask the members of your club to support your ride with donations to The Rotary Foundation PolioPlus. Remind them that they will receive Paul Harris credit for any contributions.
- b. Make a presentation to your club about your plan to ride in the Ride to End Polio and about your fundraising goal.
- c. Encourage your club to invite a speaker to tell about Rotary's global quest to eradicate polio. Or, show one of the many online videos showcasing the quest to end polio. We can suggest potential speakers.
- d. If your club has sufficient Foundation Recognition Points, ask the club to support your ride by matching contributions of \$100 or more with an equal number of points, thus giving the members double Paul Harris credit for their contributions.
- e. Write an article for your club newsletter or website telling about your ride and your fundraising goal. You may use the Example Message in your Information Pack for ideas in wording.
- f. Conduct a special club fundraiser event, with all proceeds going to The Rotary Foundation PolioPlus in support of your ride.
- g. Organize a Polio Day to solicit funds in your community. Seek permission to conduct fundraising at a mall, supermarket, or other local business.
- h. Visit other Rotary clubs in your area. Encourage other Rotarians to join the Ride to End Polio and encourage them to support you or another rider.
- i. If you are outside of District 5500, publicizing your ride and your goal in your district newsletter or on your district website. Let your district governor know about your plans

and ask for support. All contributions to your ride can go through your club and will count toward your district's PolioPlus goal.

2. **Your email address book, your contacts on Facebook, LinkedIn, and other social media.** You may use the Example Message in your Information Pack for ideas in wording.
3. **Your family, neighbors, co-workers and other friends.** Let everyone know about your Ride to End Polio and ask for their support. Be sure to abide by workplace rules for soliciting donations.

Contact the People on Your List

Use whatever method works best for you – personal contact, email, social media, phone, postal mail. The more persons who know about your ride, the more successful you will be. You may find the Example Message in your Information Pack to be helpful.

Remember to tell your Rotarian donors they will receive Paul Harris credit and inform your non-Rotarian donors that their donations are being made to a tax-exempt organization.

Collecting the Funds

The following procedures (in order of preference) have been established for easy and efficient collection of funds.

1. **Contributions Online.** You are encouraged to develop a Personal Fundraising Page to collect and track online contributions. The cost for the foundation to process an online contribution is much less than the cost to process a check and therefore more money will be available to support polio eradication. Additional information on Persona Fundraiser Pages is included in your Information Pack.
Online contributions are recorded, but it is best to ask donors to inform you of the amount of the online donation. Our records will be based on the amount you report to us. If you do not report online donations to us, the amounts may not be properly credited to your ride or toward your club and district fundraising totals.
2. **Contributions made through the club (Rotarians only).** If your club is set up to process contributions to The Rotary Foundation, Rotarian donors may choose to contribute in this manner. This is acceptable but you track the contribution amounts and report to us. The

contribution should be designated for PolioPlus. The club will be responsible for ensuring that donors receive Paul Harris credit.

3. **Contributions by check.** If a supporter chooses to donate by check, process the checks as follows:
 - a. **Rotarian donations.** Checks from Rotarians should be made payable to The Rotary Foundation and given to you.
 - Record each donation on a Multiple Donor Form. You can download the form from the RI web site at <https://my.rotary.org/en/document/multiple-donor-form>. Be sure to check the box to indicate the funds are designated for PolioPlus. For each donor, enter the name, Rotary ID, and amount donated. Your Club Foundation Chair may assist in this.
 - Mail the form and the checks (payable to The Rotary Foundation) to the appropriate address provided on the form.
 - b. **Non-Rotarian donations.** Checks from non-Rotarians should be payable to The Rotary Foundation and given to you. These funds can be sent to TRF in the name of your club. Your club will earn appropriate Foundation Recognition Points.
As an alternative, if your club has a tax-exempt foundation, and if the club agrees to handle the funds, you can ask non-Rotarian donors to make checks payable to your club foundation. In this case, the club should send the funds to The Rotary Foundation in the name of the club. You may ask the club to transfer an equal number of Foundation Recognition Points to your account.
4. **Contributions of cash.** If you receive any cash, keep it, record the amount on your records, and donate an equal amount to The Rotary Foundation. Do not send cash through the mail. Cash donors will not have a record of the donation for tax purposes and most likely will not be able to claim a tax deduction.

Keep Records

Track all pledges and payments in support of your ride and report that amount to Jim Nook at jcnrotary@gmail.com.

- Provide updates monthly, or even weekly if your total changes significantly, showing your pledge total. Only the total of your pledges is needed. It is not necessary to send names or amounts.

- If you are using a Personal Fundraising Page, check periodically to see the amounts donated.
- If your club accepts payments from members, work with your club officials to maintain a record of those payments. If you receive checks or cash, record the amounts.

Encourage Others to Ride

Your ride will be much more enjoyable if you have teammates to encourage and support each other. Your teammates can also join the Ride to End Polio and assist in the fundraising effort.

Here are some ways you can encourage others to ride and thus help us reach our goal.

- Ask your club to form a Club Team in the Ride to End Polio and encourage other members to ride. If you are from outside D5500, ask your district to form a District Team. Anyone can ride (Rotarians and non-Rotarians).
- If you regularly ride with a bicycle club or other group, consider asking those friends to join you.
- Make it a family outing. Ask members of your family (spouse, children and/or grandchildren, and others) to ride with you for a great family outing. Remember, El Tour de Tucson offers Fun Rides of five and ten miles for anyone not up to riding 40 or more miles.