

The Rotary Foundation



Tips to help Club Presidents establish a positive TRF Tone in their Club!

1. Lead by example by letting members know when you as the club President made your annual contribution to TRF (Annual Fund, Polio Plus, etc.) and make it early in the year. Ask others to follow your example and soon to better achieve your annual TRF fundraising goals!
2. Allocate specific time in your club meetings for The Rotary Foundation:
 - a. Show a 1-minute video published by RI/TRF about a TRF funded project somewhere in the world
 - i. Suggest doing this once monthly and the President could open a meeting this way
 - ii. Link to numerous *You Tube* TRF Videos: [Link To TRF Videos](#)
 - b. Invite someone from your club, or an adjoining club, or your AG to share something about a recent TRF funded project that they or another club participated in (locally or internationally)
 - c. Invite the DRFCC, Annual Fund, Polio Plus, Grants chair or the Zone RRFC, EPNZC or E/MGA to present a program on TRF
 - d. Invite a local beneficiary of a local project funded, in part, by a District Grant to present a program on how the project is benefiting the community
 - e. Once a month, leave some new and different TRF produced literature on the tables for members to look at and possibly take home – such as Rotary Direct applications, TRF Facts, EREY or Your Rotary Legacy brochures, etc. (all found on the RI website)
 - f. Remind members from the lectern at least monthly about how their contributions are changing lives around the world – share a few of the new *'People of Action'* posters/brochures (download from the RI Brand Center)
 - g. Remind members monthly/quarterly of the progress being made towards your club's goals in achieving the coveted 100% EREY Banner, 100% Polio Plus Banner, 100% TRF Banner, etc.
 - h. The club president or a member share a personal TRF story, or one that really impacts you as a Rotarian who supports our Foundation annually
 - i. And if you as the club president really want to demonstrate just how serious you are about establishing a positive TRF tone in your club, consider joining the PHS, Bequest Society, become a TRF Benefactor or achieve the next level of PHF! Leading by example in Rotary really works!
 - j. Simply reminding members that their Rotary Foundation is a huge part of our Rotary Brand, (both internally and externally) as well as the Rotary Brand experience! Share your personal WHY story!
 - k. When presenting TRF recognition in your club, such as a new PHF, a PHF+ pin, Bequest Society, Major Donor, etc. **ALWAYS** ask the recipient to briefly share why they support the Rotary Foundation. You'll find these 1-2 minutes may in fact be the highlight of your entire presentation! Typically, very moving and personal which speaks directly to the heart of others!
3. Make PHF presentations in your club something your whole club will be proud of!
 - a. During the presentation, maybe talk about a local project funded in the last five years by your club using a D-Grant (TRF funded grant)
 - i. Tie both giving and delivering projects/changing lives into the PHF presentation if possible

- b. Celebrate all PHF members in the club by having an annual PHF club dinner where new & multi PHF's can formally be recognized during this event – an opportunity to invite spouses and prospective members – maybe with a local or regional speaker!
 - i. Present a PHF to a deserving non-Rotarian in the community (police/fire chief, a faith based church feeding the homeless, teacher, community leader, etc.)

You, as the club president, truly have the necessary influence to help establish a positive TRF tone in your club!

The return for you as club president is huge when you establish a positive TRF environment in your club as it helps to create greater TRF awareness and opportunity as a club for additional matching funds for grants as well as touching more people in both your community and throughout the world! You have many options & resources to help you! Just reach out and ask someone serving on your District's or Zone TRF Committee. All are more than happy to assist you in creating greater TRF awareness in YOUR club!

Finally, when you actively engage members in their Foundation, they become committed active Rotarians who'll likely pro-actively invite their friends and business associates to join them in *making dreams real* through TRF funded projects! When the club president creates a positive TRF tone in their Rotary Club early in the Rotary year, fundraising efforts become something all members can be proud of and it takes much of the burden of the 'ask' off of you as the club president.

Good luck and have fun! This will be the very best year you'll ever have in your Rotary Club!



"Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves."

Respectively submitted on February 1, 2024 by your Zone 26 & 27 TRF Fundraising Regional Leaders:

RRFC's: Shirley Grace (Z26) shirleygrace@icloud.com

Bev Reed (Z27) bevreed1990@gmail.com

EPNZC's: Marny Eulberg (Z26) marnyeul@me.com

Mike Crosby (Z27) mikepolioplus@outlook.com

E/MGA's: Marge Cole (Z26) marge.cole@yahoo.com

Steve Lewis (Z27) steve@sterling-air.com

(RRFC: Regional Rotary Foundation Coordinator – EPNZC: End Polio Now Zone Coordinator – E/MGA: Endowment/Major Gifts Adviser)

“Rotary’s tomorrow depends on what we Rotarians do today”

