

# CASTLEGAR SUNRISE ROTARY FUNDRAISING STRATEGY DEVELOPMENT

Location: Castlegar Sandman/Millennium Park  
Dates: May 5<sup>th</sup> and June 9<sup>th</sup>, 2022  
Time: 11:30am and 7:00am  
Facilitator: Eva Hernandez

## PURPOSE TO PRACTICE (P2P)

Twenty five club members attended the in-person sessions that were designed to be the first step in the creation of a fundraising strategy for our club. Club members that were unable to attend either session were asked the same questions via email.

Using a process called **Purpose to Practice**, we worked through the high level (helicopter level) element of fundraising events. Due to the limited amount of time, we were only able to go one round through the first three elements with each group.

A summary of the discussions is below.

### Purpose

We worked individually, in table groups and as a group to answer the question: Why are fundraising events important to you and to the club. This was to create a purpose statement. This is the draft statement that was developed.

*Our club raises funds through events and activities to help make a difference in our community (local and global) while providing a sense of accomplishment, self-betterment, camaraderie, and FUN to our “do-gooder” members.*

*We strive to leverage events to establish and strengthen relationships, utilize individual members’ skills, and expand the reach and awareness of Rotary.*



## Principles

Once again, we worked in table groups and as a group to answer the question: What “rules” must we follow to achieve our purpose? Here is a list of the must do and must not do that came out.

### *Fundraising events **must**:*

- *Pass the Four Way Test*
- *Be Profitable (good Return on Investment), Inclusive, Accessible and FUN*
- *Involve the community of Castlegar and club members*
- *Have a passionate leader/champion*
- *Provide reciprocal benefit to supporters, donors and volunteers*
- *Be scalable, unique, exciting, diverse, and alive to fundraising trends*
- *Have a balance of workload vs benefit*
- *Be coordinated with other club and community events (to avoid conflicts)*
- *Have opportunities for Rotary publicity*
- *Be vetted by the club against these criteria*

### *Fundraising events **must not**:*

- *Oversaturate business (with requests)*
- *Overwork members and volunteers*

## Participants

Finally, we were able to spend time on the question: Who must be included to achieve our purpose? Given the time, we tackled this as a group. This is the list that was created.

- *All club members*
  - *Not necessary all members in all events, but each member should be connected to at least one fundraising event/activity*
- *Experienced members and new members should work together to ensure continuity and historical knowledge is retained.*
- *Community:*
  - *Businesses*
  - *Sponsors*
  - *Organizations-other Rotary and Service Clubs*
- *Members of the greater community*
- *Beneficiary/recipient organization*
- *Groups with similar interests in fundraising event theme*
- *Vendors and service providers*
- *City of Castlegar*
- *RCMP*
- *Regulatory groups*

The next two steps will be part of the follow-up sessions with fundraising chairs and leaders.

## Structure

How will we organize to distribute responsibility?

## Practices

What are we going to do? What will we offer?