*Sent to all Members*

February 18, 2024

Dear {%FName%},

This is a Rotary Foundation Minute provided by District Governor-Elect and Paul Harris Society Coordinator Roger Utnehmer (Oot-name-er). Please share by reading at club meetings and posting in newsletters and social media.

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“This is a Rotary Foundation Minute.

Minnesota legislators are considering a bill to create a Rotary specialized license plate for cars and trucks.

In Wisconsin, legislative approval is no longer required to create the plates that are often used by non-profit organizations to both raise awareness and money.

The Wisconsin Department of Transportation regulates the creation of a specialized plates.  The DOT requires an initial development fee of $15,500, and charges an annual $15 fee per plate and plus a $25 tax-deductible donation that is given to the sponsoring organization, like Rotary.

That means if Rotary joined environmental organizations, Boy Scouts, nurses and many other groups who raise revenue with specialized license plates it could increase awareness for Rotary and generate revenue.

The question to consider is if it’s better to spend the $15,500 development fee charged by the Wisconsin Department of Transportation on causes supported by The Rotary Foundation?  Would it be an appropriate investment in fundraising and public image?

Thirty-one Rotarians donating $500 for the development fee would cover the $15,500.

What do you think?

This has been a Rotary Foundation Minute.

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Roger Utnehmer
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District Governor 2024-25
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