



Fundraising in Rotary 23 September 2025



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Discussion questions:

Why do you fundraise in your Rotary club?

What works well in doing fundraising? What not so well?

- To support our service work – **Increase Our IMPACT**
- To engage our community partners, family, and friends in Rotary's work – **Expand Our REACH**
- To engage our members, develop their leadership, and support their priorities in service and fellowship – **Enhance Participant ENGAGEMENT**
- Support our club – **Increase our Ability to ADAPT**

Fueling Our Action Plan

- Solicit ideas, get club member support and board approval
- Form a committee, find partner organizations
- Make a fundraising plan! Define your objectives, audience, recipients, timeline, and limits.
- Work your donor pyramid – grow new and bigger donors
- Develop your “Ask”. Don’t just ask for money. Have a specific cause.
- Minimize expenses
- Find, create, manage, maintain, analyze, grow, and update your data.
- Let AI help create content, take notes, and research donors.
- Communicate and publicize
- Recognize and celebrate impacts, achievements, donors, supporters, and Rotarians.



The Donor Pyramid



Rotary Take the FEAR out of Fundraising

District 7390

- **Know your cause:** Believe deeply in the value and importance of the recipient of the fundraising.
- **Be specific:** Clearly state what donations will fund and demonstrate how contributions make a tangible difference.
- **Make a personal ask:** Build a relationship with potential donors.
- **Focus on the positive:** Remember that it feels good for people to support causes they care about.
- **Don't take "no" personally:** Recognize that some asks will not be successful, and that is okay. Detach from the outcome to remain resilient.

- Pennsylvania rules for non-profit fundraising
 - Cannot benefit your members except for expenses
 - For tax-exempt giving, must be a registered 501c3 organization (requires by-laws)
 - Must comply with federal and state tax requirements
 - File BCO Form 10, BCO Form 23 (if needed), and IRS Form 990-series
 - Obtain licenses if required, e.g. small-games of chance (obtained through your county courthouse), sales tax
- Rotary guidelines
 - Keep focus on Rotary's mission and areas of focus
 - Credit donors properly
 - Prioritize security of PII, bank info, emails, etc
 - Provide appropriate and meaningful recognition
- Consider supplemental insurance coverage

What have you found to be a key to success in fundraising in your Rotary club or other organizations?



Pennsylvania Association of Non-Profit Organizations



Department of State
"Non-Profit Corporations"



Annual report on giving
(costs \$159)



- Thank you for your participation
- Take this back to your club and Rotarians. Share with the other organizations you belong to. We all do fundraising!
- Tell us how we did tonight:
<https://form.jotform.com/252535090515150>