

Tips on Promoting Your Fundraiser

Fundraising is an important part of Rotary Club service. It facilitates many of your club and district projects and initiatives. Promoting your fundraiser helps to raise awareness of Rotary in your community and beyond, in turn helping you to better serve others. Always remember to include the five “W’s” in your promotional materials—Who, What, Where, When and Why.

- Approach the media (television, newspapers, magazines, newsletters) with your fundraising event. Use the RI “News Release Pack” (<http://www.rotary.org/newsandinfo/downloadcenter/pdfs/newsreleasepack.pdf>) for sample news releases and suggested media outlets. Be sure to send an overview of your event at least one week in advance.
- Use existing RI public relations materials to create publicity materials.
 - Use The Rotary Foundation Print Public Service Announcements (335-EN) or the Rotary International Print Public Service Announcements (345-EN) to create postcards with your event information. You can also use these images to create t-shirts, posters, banners, fliers, and other materials that maintain a consistent Rotary image.
 - Visit the RI Download Center (<http://www.rotary.org/newsandinfo/downloadcenter/index.html>) to obtain the Rotary Emblem and other graphics.
 - Use Rotary pamphlets to educate the public on Rotary and its activities. People are most receptive to organizations that demonstrate their positive work.
- Create a 15- or 30-second radio public service announcement about your event, and send it to local radio stations. Radio stations often broadcast these announcements as a service to the community.
- Consider working with local organizations or businesses to tap into their clientele as a potential audience. Some businesses offer special programs where you can receive a percentage of profits from a special coupon book, or similar promotion.
- Enlist a local celebrity who believes in your cause. They can draw a wider audience, and possibly attract more media to your event.
- Add your event to local calendar listings in newspapers, magazines, newsletters, and on local television. This must be done in advance.