



Fundraising in Rotary

24 March 2026



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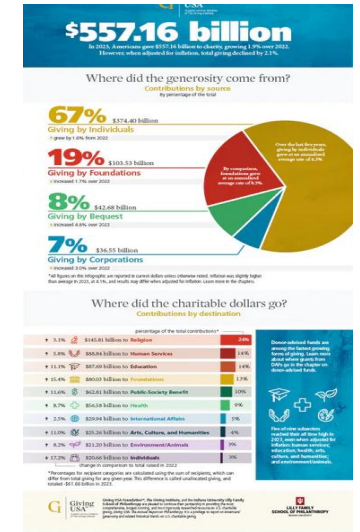
Discussion question:

What words describe your experience in doing fundraising?

- 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

- Nonprofit Stats from 2025 (NonProfit PRO)
 - Global charitable giving reached \$2.3T
 - Corporate giving grew 9.1%
 - Gen Z donors increase response 61% to involvement of creators
- State of Fundraising in Rotary (RY 24-25)
 - Rotary Foundation raised \$569M (exceeded goal)
 - Endowment at \$2.050B in assets and commitments
 - Giving Tuesday campaign raised \$14M, a 13% increase
- Fundraising trends
 - Digital-first, e.g. “Raise for Rotary” platform
 - Decline in small donations, increase in large donations
 - Young donors prefer short-form content, digital experiences, and clear reports on uses and impacts of donations



- Increasing use of AI
 - Learn and use the tools to ease workload
- Use of crowdfunding campaigns
 - The power of many donors
- Peer-to-Peer fundraising
 - Utilize the pool of personal relationships
- Growth of Giving Tuesday and end of year giving
 - Plan multi-channel events around these
- Retaining donors vs acquiring donors
 - Retain donors for long-term growth
- In-person events achieve most success, followed by hybrid
 - Maximize donor engagement
- Social media fundraising is growing
 - Appeal to younger donor's values



- Leading the fundraising effort
 - 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.
- Finding donors
 - Work your donor pyramid – grow new and bigger donors
 - Develop your “Ask”. Don’t just ask for money. Have a specific cause.
 - Find, create, manage, maintain, analyze, grow, and update your data.
- Maximizing success
 - Minimize expenses
 - 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 or 23, 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

1. **Individual donations:** Best for raising funds and awareness
2. **Major gifts:** Best for large monetary donations
3. **Crowdfunding campaigns:** Best for raising funds at scale
4. **Foundation grants:** Best for high-profile funding from a reliable source
5. **Corporate contributions:** Best for loyal support from local and national businesses
6. **Government grants and contracts:** Best for significant contributions for specific purposes
7. **Membership fees and dues:** Best for recurring support from your community
8. **Tax programs:** Best for incentivizing further giving
9. **Bequests:** Best for large donations from loyal supporters
10. **Selling goods and services:** Best for revenue generation at scale

- Break into 4 groups (randomly assigned for break out rooms)
- Pick a person to record and present the results
- Task: Plan a fundraising event you'd like to try with your club or group of clubs soon
 - What is the purpose of the fundraising?
 - What is the event/project/ask?
 - Who will lead, how to accomplish the work?
 - Which fundraising method(s) will be used?
 - What are the required resources and tools?
 - What will be the biggest challenge(s) to success? How to overcome?
- In work groups for **15 minutes**
- Provide a short brief out of your plan to the whole class



Pennsylvania Association of Non-Profit Organizations



Department of State
"Non-Profit Corporations"

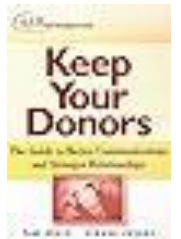


Annual report on giving
(costs \$159)



Free, online fundraiser
management site

- Goodreads list of 60 books for non-profit fundraising
 - https://www.goodreads.com/list/show/88054.Best_Books_for_Nonprofit_Fundraising
- Blue Avocado's Ultimate Guide to Fundraising
 - <https://blueavocado.org/the-ultimate-guide-to-nonprofit-fundraising/>
- Hundreds of YouTube videos
 - e.g. How Successful Nonprofits Fundraise
<https://www.youtube.com/watch?v=-HeFuJRb1N4>



- 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!