

Ideas for promoting EREY

1. Have a program on TRF, educate the members
2. Automatically bill the members
3. Orient new members on billing of TRF
4. Be persistent. Keep the club aware of where they are toward the goal
5. Be grateful. Thank the members.
6. Put outstanding balance on quarterly bill. How far to go to get to the next level.
7. Use recognition points. Offer them for matched gifts.
8. Table for 20. Each member agrees to pay \$X per new member who joins during the year. For example, a member pledges \$10 to TRF for every new member during the Rotary Year. If 20 members join, the member pays \$200 to TRF.
9. Collect \$\$ at the time of the pledge.
10. Club provides new member 500 points toward their PHF. New member donates \$500.
11. Explain how TRF works regularly to the club.
12. Show how the money is being used.
13. Skype club members with beneficiaries. Makes the projects more real/personal.
14. Set up laptop for Member Access during the meetings.
15. New member pays \$200 initiation fee. \$125 of that goes to TRF.
16. Beg.
17. Ran a "Holiday Special". Donate by 12/31 and get matched recognition points. Created a sense of urgency.
18. Teams of 4 created to fundraise.

Ideas for increasing individual giving

1. Public shame. 😊
2. Educate members that giving supports local projects as well as international projects.
3. Fines at birthdays go to TRF.
4. Identify inactive members and find a way to reach out to them.
5. Send emails to individuals/groups.
6. Education – let them know where their money goes.
7. Giving Social. TRF APF fundraiser. Holiday Social raises money.
8. Show Member Access.
9. Use tools like Facebook to share stories.
10. Utilize CRS to identify members who are close to next level.
11. Use club members specifically tied to a project.
12. Club international trip to project site. See TRF in action.
13. One on one.
14. Use ranking to motivate individuals.
15. Attend project fairs internationally. See TRF in action.