



SESSION 2: COLLABORATION

SATURDAY 10:45-11:45 AM

Relevance: Clubs can increase their impact on the world on identifying ways to collaborate with other clubs and organizations, including holding successful fundraising events.

Learning Objectives

Begin the session by stating that at the end of this session, participants should be able to:

- Understand how collaboration will benefit their club's impact on the world.
- Identify ways to enhance the public image of Rotary with intentional external communications.
- Discuss tools to find international projects
- Learn about ways clubs interact with other Rotary clubs or the District.
- Identify strategies to engage club members in the design, promotion, and implementation of a fundraising event.
- Understand best practices of raising public awareness of Rotary and what your club does in your community and around the world.
- Gain awareness of new and successful fundraising events.
- Better understand alternative ways to fund your service project.
- Network with other club presidents and collaborate on fundraising efforts.
- Understand ways to implement a successful virtual fundraiser.

Resources

[Rotary Partnerships](#)- Learn about our partnerships

[Rotary Showcase](#)- Find projects and showcase our own

[Lead Your Club: President](#), *page 18, 32, 33, 46 and 49*

Fundraising on My Rotary

Lead Your Club: Public Relations Committee, page 5, 6, 12 and 14

My Rotary: <https://my.rotary.org/en/learning-reference/learn-topic/fundraising>

[Turkey and Syria Earthquake Resources](#)



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Potential Questions and Discussion Topics

1. Many of our communities have similar organizations or types of organizations doing good work. What are some organizations, companies, or agencies that your club has collaborated with in the past?
2. How could you partner with another Rotary club near you in the next year?
3. Has your club participated in an international project? How did you find that project and what was the impact on your club?
4. How has your club leveraged external sources (social media, television, radio, print) to share information about your projects and events?
5. Fundraising:
 - In the past several years we have been limited by the pandemic. Did you have a successful fundraiser? What lessons have you learned that can help you be more successful in the coming year?
 - What fundraisers has your club held and how much money was raised?
 - How did you advertise/promote the event?
 - How did you utilize the fundraiser to raise the public image of Rotary and your club that might yield new membership?
 - What are some strategies for motivating club members and members of the community to participate?
 - How do you recognize club members for their support of the event?

Brainstorming

1. Turkey and Syria were struck by a devastating earthquake on 6 February that has killed tens of thousands of people, destroyed thousands of homes and other structures, and left people across the region without shelter in bitterly cold winter weather. Rotary currently has a resources available to help your club and community support this (and other) disaster efforts (see link below).

How could you promote this within your community? What community organizations might be interested in this collaboration?

https://www.rotary.org/en/rotary-responds-earthquake-has-devastated-areas-turkey-and-syria?source=rotaryorg_frontpage_hero