SUBJECT: Rotary Foundation: Introducing our PUSH for $400K! URGENT!

TO: All D5960 Rotarians

FROM: Kyle Haugen, District Rotary Foundation Team Leader
        Paul Perez, District Governor

We need your help! (and please read all the way through)

For the past four years, we have not been able to fully fund District Grant requests from our clubs because we haven’t had enough District Designated Funds to do so. As you probably know, the amount of District Designated Funds (DDF) we get each year is based on our giving to The Rotary Foundation’s Annual Fund. We can then use the DDF to match grant requests from our clubs.

No one likes seeing this shortfall of DDF, so we have two options to deal with it. One would be to tell clubs to stop doing as many grants that do good in the world…that’s not a very good option! The other is to increase our giving to the Annual Fund.

This year, we set an ambitious goal of raising $500,000 for TRF’s Annual Fund, and we were on pace to get close before the COVID pandemic. Obviously, the situation changed our giving, and we are at about $310,000 right now. As we come towards the end of the Rotary year though, we feel it’s an important time to renew our fundraising efforts so we can continue to positively impact people in our neighborhoods and around the world.

Therefore, we are pleased to announce our District’s Rotary Foundation PUSH for $400K!

Why a PUSH for $400K? If we can collectively donate $400,000 to The Rotary Foundation’s Annual Fund, it will enable us to make a more significant impact in the lives of people throughout the world. With your donation we can help teach kids essential skills, prevent mothers and babies from dying, create peace, treat and prevent disease, provide economic opportunities and improve clean water and sanitation…all improving the lives of the recipients of our projects!

Today, we are asking you to join us in our PUSH for $400K by contributing to the Rotary Foundation’s Annual Fund before June 30th. In these unprecedented times, we know that all members may not be able to give or give to the level at which they’re accustomed to give. That’s ok…we understand that and don’t want to pressure anyone to give any more than they are comfortable giving. If you are unable to give, we hope that you continue to benefit your community through your service. If your financial
situation hasn’t been affected significantly, we would ask you to please give (and give again if you’ve already given) and consider giving more than you normally would. After all, the need is only increasing, and your extra gift will help “cover” those that are unable to give at this time.

We would ask that you consider giving at one of three levels:

**EREY (Every Rotarian, Every Year):** Give any amount you are able, even as low as $25. When we all work together with 1.2 million Rotarians around the world, great things happen. Please be a part of our great work!

**DOLLAR A DAY:** Please consider giving the equivalent of a dollar a day, or $365. For much less than we would spend on a cup of coffee daily, the impact of your gift would be significant! (See below for a special opportunity when you reach the Dollar a Day level)

**PAUL HARRIS SOCIETY:** The Rotary Foundation provides special recognition and opportunities to those that are willing to contribute $1,000 each year they are able. Don’t think of it as $1,000 though...think of it as $20 per week. Think about all the good that money can be used to change the world!

Once you decide the amount that you are comfortable giving, consider making your donation online through [Rotary Direct](#). With our clubs not meeting and Rotary staff working remotely, the easiest way to give is from the comfort of your own house. Rotary Direct provides an easy opportunity to give to The Rotary Foundation online, and you can set up a recurring contribution of as low as $10 per time too! [CLICK HERE](#) to donate at Rotary Direct (and choose the Annual Fund) and, if you need more information, [CLICK HERE](#) for a handy FAQ. One note: you do need a My Rotary account to give through Rotary Direct, so [CLICK HERE](#) for easy set-up instructions. **As an added BONUS, we’ll do a drawing once each week in June for a $50 gift certificate to Russell Hampton to use for any Rotary clothes/swag... make a contribution through Rotary Direct during June and be entered to win!**

**SPECIAL OPPORTUNITY:** For those that are willing to give $365 this month, we want to provide special recognition for your willingness to give a significant amount. We have many Major Donors in our District that have made TRF their *charity of choice* and can be considered our Foundation Champions. They would like to help create the next generation of Foundation Champions by utilizing Foundation Recognition points (points members accrue for their TRF giving that can be used to give to others) to incentivize members and provide special recognition. **If you give at least $365 in the month of June to The Rotary Foundation’s Annual Fund, we will use recognition points given by Major Donors to make you a Paul Harris Fellow!** Paul Harris Fellows are a significant recognition provided by The Rotary Foundation to thank people for their efforts in helping do good in the world...and that’s exactly what you’ll be doing with your gift of $365 or more!

Thank you for all you’ve done in the first 11 months of the 2019-20 Rotary year. As we near the conclusion, we ask that you help us finish strong as we [PUSH for $400K](#). Remember, it’s not just about the money, but it’s the impact we’re making with the funds. We are changing lives when we donate to The Rotary Foundation, and that’s why we ask that you join us in our [PUSH for $400K](#)!

Thanks for all you do, and for your continued support of The Rotary Foundation!
Sincerely,
Kyle Haugen & Paul Perez

PS: Charity Navigator has given The Rotary Foundation it’s highest rating for 12 straight years, so you know the funds will be maximized to provide the greatest impact possible!