Proposal for Collaborative Fundraising Initiative

Rotary Club of Edmonton Sunrise

Rotary Club of Edmonton Mayfield

Proposal for Collaborative Fundraising Initiative between the Rotary Club of Edmonton Mayfield and Rotary Club of Edmonton Sunrise

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Objective

To establish a collaborative arrangement between the Rotary Club of Edmonton Mayfield and the Rotary Club of Edmonton Sunrise to expand fundraising efforts, pool resources, and maximize impact for shared community and international service projects.

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1. Goals and Objectives

- **Primary Goal**: Generate sustainable funds to support ongoing and new service projects.
- **Secondary Goals**:
    - Strengthen relationships between the two clubs.
    - Raise awareness of Rotary's community impact in Edmonton.
    - Provide networking and fellowship opportunities for Rotarians from both clubs.

2. Proposed Fundraising Initiatives with Risks/Disadvantages

Option A: Charity Dinner with Silent Auction (Fork It Over or Planes, Trains and Auctionables)

- **Description**: Host an evening event annually or bi-annually with dinner, entertainment, and a silent/live auction featuring items donated by local businesses, club members, and recipient organizations.
- **Benefits**:
    - Potential for high ticket revenue and donation matching.
    - Opportunity to engage members from both clubs and attract high-profile community members.
    - Opportunity to showcase projects and interact with recipients.
- **Budget**: Venue, catering, and event marketing.
- **Projected Revenue**: Ticket sales, auction proceeds, sponsorships, and direct donations.
- **Risks/Disadvantages**:
    - **High Costs and Financial Risk**: Venue rental, catering, and entertainment are costly, creating a high break-even point. If ticket sales are low, the event may incur a loss.
    - **Volunteer Fatigue**: Coordinating a large-scale event requires substantial volunteer effort, potentially leading to burnout if insufficient support is available from both clubs.
    - **Economic Sensitivity**: People may be less inclined to buy high-cost event passes during economic downturns, limiting potential revenue.
    - **Auction Item Acquisition**: Securing desirable items for the auction can be challenging and time-intensive, with potential reluctance from businesses to donate.
    - **Limited Audience Appeal**: Some community members may not find a high-cost dinner appealing, potentially reducing attendance and engagement.

Option B: Casual Mixer with Silent Auction (potentially hosted by Wolfe Automotive)

- **Description**: Host a relaxed, informal mixer event where attendees can socialize, enjoy light refreshments, and participate in a silent auction. The mixer setting creates a welcoming, low-pressure atmosphere that encourages casual conversation and networking. This event is perfect for attracting both seasoned Rotary supporters and newcomers interested in learning about Rotary's work in a laid-back environment.
- **Revenue Streams**:
    - Ticket sales for entry, including food and a drink.
    - Silent auction proceeds, featuring a range of items donated by local businesses and members.
    - Sponsorships from local businesses for event costs, auction items, or branded giveaways.
    - Additional revenue from drink sales, raffle tickets, or a 50/50 draw.
- **Suggested Silent Auction Items**:
    - Experience packages (e.g., dining vouchers, spa treatments, or weekend getaways).
    - Unique items like signed memorabilia, artwork, or themed gift baskets.
    - Local goods from small businesses or artisans.
- **Benefits**: A casual mixer is easy to organize and has a broad appeal, attracting a range of attendees who appreciate a relaxed setting. Silent auctions are a low-maintenance way to raise funds without interrupting the flow of the event. It also provides an opportunity for guests to learn more about Rotary's initiatives in an informal setting, which can inspire future support and engagement.

Option C: Joint Community Event (e.g., Charity Run/Walk or Family Festival)

- **Description**: Host a community-centered event such as a 5K charity run or family festival with proceeds going toward both clubs' primary service projects.
- **Benefits**:
    - Wide community appeal; attracts families, fitness enthusiasts, and community supporters.
    - Opportunity for sponsorships from local businesses.
- **Budget**: Shared expenses for permits, marketing, and venue rental, split between both clubs.
- **Projected Revenue**: Ticket sales, sponsorships, and donations.
- **Risks/Disadvantages**:
    - **Weather Dependency**: Outdoor events are highly susceptible to adverse weather conditions, which could deter participation and reduce revenue.
    - **High Upfront Costs**: Venue, permits, and marketing require a significant initial investment, which could lead to financial loss if the event underperforms.
    - **Volunteer Fatigue**: Coordinating a large-scale event requires substantial volunteer effort, potentially leading to burnout if insufficient support is available from both clubs.

    - **Permit and Regulatory Challenges**: Securing permits and adhering to city regulations can be time-consuming and could lead to delays.

Option D: Online Raffle or 50/50 Draw

- **Description**: Conduct a virtual 50/50 draw or raffle, accessible to a broad audience in Edmonton and beyond.
- **Benefits**:
    - Lower overhead costs.
    - Allows for broader participation without geographical restrictions.
- **Budget**: Minimal costs for online raffle software and marketing.
- **Projected Revenue**: 50/50 draw proceeds or raffle ticket sales.
- **Risks/Disadvantages**:
    - **Legal and Regulatory Compliance**: Raffles require adherence to local gaming and lottery laws, which may limit or restrict options for participation and require additional administrative oversight.
    - **Limited Community Engagement**: A virtual raffle lacks the face-to-face interaction and community engagement present in physical events, potentially reducing the overall impact and brand visibility.
    - **Oversaturation of Online Raffles**: The online space is crowded with similar fundraising initiatives, which could reduce participant interest and decrease sales.
    - **Dependence on Digital Promotion**: Success heavily depends on effective online marketing, which may require additional expertise or resources for optimal reach.

3. Proposed Revenue Sharing Model

- Revenue and expenses for each event are proposed to be split equitably based on participation.

4. Timeline

- **Month 1**: Initial planning and committee formation with representatives from both clubs.
- **Month 2-3**: Finalize event details, secure permits, begin marketing efforts.
- **Month 4**: Execute the event; conduct post-event debriefing.

5. Marketing and Promotion Strategy

- **Joint Social Media Campaign**: Utilize both clubs' social media platforms for broader reach.
- **Press Release**: Announce the collaborative initiative to local media if appropriate.
- **Rotary District Involvement**: Share updates with District 5370 to garner additional support and participation from surrounding clubs.
- **Community Engagement**: Encourage members to invite family, friends, and colleagues to events and promote ticket sales.

6. Roles and Responsibilities

- **Event Chairpersons**: Each club designates a co-chair to oversee the event and coordinate with the other club.
- **Volunteer Teams**: Both clubs commit to providing volunteers for setup, event-day logistics, and takedown.
- **Finance and Sponsorship Committees**: Joint committee to manage the budget, sponsorships, and revenue tracking.

7. Expected Outcomes

- Enhanced fundraising capacity for both clubs.
- Increased visibility for Rotary's mission and work within the Edmonton community.
- Strengthened partnership and camaraderie between members of both clubs.

8. Next Steps

- Schedule a joint meeting between Rotary Club of Edmonton Mayfield and Rotary Club of Edmonton Sunrise to review the proposal and gather feedback.
- Form a planning committee to begin organizing the preferred fundraising event.

Conclusion

This proposal aims to unite the Rotary Club of Edmonton Mayfield and the Rotary Club of Edmonton Sunrise for a collaborative and impactful fundraising initiative. By combining resources and leveraging each club's strengths, this partnership has the potential to amplify community support and make a meaningful difference in our local and international service projects.

To diversify and enhance the experience of the **Charity Dinner or Mixer with Auction**, several auction formats and activities can be added to appeal to a broader audience and increase fundraising opportunities. Here are some engaging auction types and complementary tasting experiences that can elevate the event's allure:

Addendum 1: Types of Auctions

The auctions suggested in Options A and B could include any of the following.

1. Silent Auction

- **Description**: A classic format where attendees place bids on various items displayed throughout the venue, using bidding sheets or an app.
- **Suggested Items**: Gift certificates, jewelry, artwork, signed memorabilia, dining experiences, and service vouchers.
- **Benefits**: Allows for continuous bidding throughout the evening, encouraging friendly competition and higher bids.

2. Live Auction

- **Description**: A more dynamic, energetic auction style with an auctioneer facilitating live bidding on high-value items.
- **Suggested Items**: Vacation packages, sports memorabilia, high-end electronics, exclusive experiences (e.g., private dinners with notable personalities).
- **Benefits**: Engages attendees in real-time, generating excitement and often driving up bids for premium items.

3. Wine/Beer Basket Auction

- **Description**: Auction off themed baskets containing high-quality wines, craft beers, or even home-brewing kits. Baskets could be arranged by region, variety, or style.
- **Suggested Baskets**:
    - **International Wine Collection**: A selection of fine wines from top global wine-producing regions.
    - **Craft Beer Sampler**: A collection of locally sourced craft beers, perhaps with brewery merchandise or tasting glasses.
    - **Home Bar Setup**: Include wine accessories, glassware, and a few high-end bottles to start or enhance a home bar.
- **Benefits**: Wine and beer are popular, easy-to-sell items with broad appeal, encouraging competitive bidding.

4. Experience-Based Auction

- **Description**: Auction off exclusive, memorable experiences rather than physical items.
- **Suggested Experiences**:
    - **Winery/Brewery Tours**: Private tours of local wineries or breweries, complete with tastings and possibly a meal.
    - **Private Cooking Classes**: Chef-led classes in a unique setting, such as a local restaurant or farm-to-table venue.
    - **Adventure Experiences**: Hot air balloon rides, ziplining, or unique day trips.

- **Benefits**: Experience-based items appeal to those who value creating memories and are often highly sought-after.

5. “Mystery Box” Auction

- **Description**: Items are wrapped or concealed in “mystery boxes,” with only vague hints about the contents. Attendees bid without knowing exactly what they’re getting.
- **Suggested Mystery Boxes**:
    - A “Wine Lover’s Delight” box with wine accessories and a high-value bottle.
    - A “Date Night” box with a restaurant voucher and concert tickets.
    - “Self-Care” package with spa vouchers and luxury skincare products.
- **Benefits**: Adds an element of surprise and intrigue, often drawing higher bids out of curiosity.

6. Themed Lot Auction

- **Description**: Group items into themed “lots” to be auctioned as a bundle, such as an outdoor adventure package or a wellness weekend.
- **Suggested Themes**:
    - **Outdoor Enthusiast**: Gear, park passes, and vouchers for outdoor activities.
    - **Gourmet Experience**: High-end cooking tools, gourmet ingredients, and a restaurant gift card.
    - **Luxury Pampering**: Spa day, luxury robe, and skincare products.
- **Benefits**: Increases the perceived value of the auctioned items by creating an all-in-one package, appealing to a specific interest or hobby.

Addendum 2: Complementary Tasting Experiences

Option B could include these ‘tasting experiences.

1. Wine Tasting Station

- **Description**: Set up a station featuring a selection of wines for guests to sample, with brief tasting notes provided.
- **Enhancements**:
    - Consider a sommelier-led experience with explanations of each wine.
    - Pair with cheeses or small bites that complement the wines.
- **Revenue Opportunity**: Offer exclusive wine bottles or cases for sale, with a portion of the proceeds going to the fundraiser.

2. Beer Tasting Station

- **Description**: Highlight local craft breweries with a selection of beers for guests to sample.
- **Enhancements**:
    - Include brewery representatives to share insights on brewing techniques and flavor profiles.
    - Offer tasting flights and provide unique glassware for guests to take home.
- **Revenue Opportunity**: Partner with breweries to auction off exclusive tasting experiences or beer subscriptions.

3. Whiskey or Bourbon Tasting

- **Description**: For a more refined touch, host a whiskey or bourbon tasting where guests can sample a range of spirits.
- **Enhancements**:
    - A guided tasting led by an expert who explains the distillation process and tasting notes.
    - Pair with dark chocolate, smoked meats, or cheeses to enhance flavors.
- **Revenue Opportunity**: Auction bottles or tasting kits for attendees to enjoy at home.

4. Mocktail/Cocktail Mixology Station

- **Description**: Host a mixology station with a professional bartender creating custom mocktails or cocktails.
- **Enhancements**:
    - Interactive mixology sessions where guests can learn to make their own drinks.
    - Create a signature cocktail themed around Rotary or the event.
- **Revenue Opportunity**: Offer cocktail-making kits or bottles of the signature drink for auction or sale.

5. Food and Wine Pairing Dinner (VIP Experience)

- **Description**: For high-ticket guests, consider a VIP multi-course dinner with wine pairings for an enhanced experience.
- **Enhancements**:
    - Each course is paired with a specific wine, with explanations from the chef and sommelier.
    - Offer this as an exclusive experience for a limited number of high-value attendees.
- **Revenue Opportunity**: Auction off similar private dinner experiences or partner with the venue to provide future dining vouchers.

Conclusion

Incorporating diverse auction styles and tasting experiences will appeal to a broad audience, encourage competitive bidding, and increase revenue potential for the Rotary Club of Edmonton Mayfield and Rotary Club of Edmonton Sunrise. These elements not only add value to the event but also provide memorable experiences that enhance Rotary's visibility and impact in the Edmonton community.

Addendum 3: Out-of-the-Box Fundraising Ideas

To capture attention and create a unique experience for attendees, here are some innovative fundraising ideas that go beyond traditional auctions and events. These options offer creative ways to engage the community, attract new supporters, and add excitement to the collaborative efforts of the Rotary Club of Edmonton Mayfield and the Rotary Club of Edmonton Sunrise.

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1. “Reverse Auction”

- **Description**: Unlike traditional auctions where the highest bid wins, a reverse auction has the items start at a high price, with the cost decreasing over time. The catch? Once someone places a bid, the item is sold at that price.
- **Example Items**: High-value items like a vacation package, spa weekend, or luxury product are ideal.
- **Benefits**: Creates urgency as guests must decide when to bid before someone else claims the item. This format also encourages participation from a broader audience by making desirable items available at potentially accessible prices.

2. “Last Bid Standing” Game

- **Description**: Attendees purchase a bid paddle for a set price, which gives them access to bid on a popular item like a high-end gadget or exclusive experience. Bids are placed incrementally, and the game continues until only one bidder remains, who wins the prize.
- **Suggested Prizes**: Luxury watches, tech gadgets, high-end gift cards.
- **Benefits**: This interactive game builds excitement and encourages multiple bids, increasing revenue while keeping guests engaged.

3. Mystery Wine Pull

- **Description**: Offer a "wine pull" where guests pay a flat fee to choose a random bottle from a selection of wrapped wines. Some wines are high-value, while others are mid-range, and each bottle is a surprise.
- **Execution**:
    - Include some premium bottles mixed with regular selections.
    - Each bottle is wrapped to keep its value hidden until after it’s chosen.
- **Benefits**: This game is easy to organize, engages wine enthusiasts, and provides a steady revenue stream with minimal setup.

4. "Adopt-a-Project" Wall

- **Description**: Create a visually engaging display with various “project needs” or funding targets for specific club initiatives (e.g., clean water projects, scholarships, or youth programs). Each funding target can be “adopted” or sponsored by an attendee.

- **Example Tiers**: Ranges from $25 to $1,000 for different needs, such as books for children, educational materials, or local improvements.
- **Benefits**: Allows attendees to see the direct impact of their contributions, making it easier to emotionally connect with the cause and fostering a sense of ownership in Rotary projects.

5. “Traveling Rotarian” Raffle

- **Description**: Raffle off a unique travel experience themed around Rotary's international network. This could include an exclusive “Rotary Exchange Trip” with accommodations at a Rotarian-hosted home in another city or country, along with unique cultural experiences.
- **Benefits**: Appeals to the adventurous and community-minded spirit of Rotary members, with the added intrigue of an exclusive travel opportunity linked to the global Rotary network.

6. Photo Scavenger Hunt Fundraiser

- **Description**: Organize a city-wide photo scavenger hunt where teams pay an entry fee to participate. Each team receives clues leading them to notable spots in Edmonton, where they must capture specific photos or complete small tasks.
- **Enhancements**: Teams can earn bonus points by visiting Rotary project sites or taking photos with community figures.
- **Benefits**: Encourages team building and provides a fun, family-friendly activity that promotes Rotary’s presence in the community.

7. Flash Sale Pop-Up Market

- **Description**: Set up a “flash sale” with local vendors selling unique items or services, with a percentage of proceeds donated to Rotary. Feature items like handmade crafts, artisan foods, and other unique finds, perfect for holiday shopping.
- **Revenue Model**: Each vendor donates a portion of sales, or Rotary charges a booth fee.
- **Benefits**: Supports local artisans and businesses, attracts community members, and offers a relaxed alternative to auctions that can reach a wider audience.

8. "Rotary Karaoke Battle"

- **Description**: Organize a karaoke night with a twist! Participants pay to sing their favorite songs, but other attendees can pay to "outbid" or change the song, adding playful competition.
- **Enhancements**: Include local celebrity judges or Rotary leaders to rate performances and crown a karaoke champion.
- **Benefits**: Adds a social, fun element to the fundraiser, encouraging high energy and interaction among attendees.

9. DIY Art Auction with Local Artists

- **Description**: Partner with local artists to host an auction of unique art pieces created in real time or earlier by artists who support Rotary’s mission.

- **Benefits**: Supports local talent while creating one-of-a-kind items that bidders can cherish, adding a cultural and community-focused angle to the auction.

10. Charity "Escape Room" Challenge

- **Description**: Collaborate with a local escape room venue to host an evening of themed "escape challenges." Teams pay an entry fee, and part of the proceeds benefit Rotary projects. Offer prizes for the fastest teams.
- **Benefits**: Escape rooms are a popular, interactive experience that appeals to a broad audience, promoting teamwork and engagement.

11. Rotary Golf Tournament

- **Description**: A classic fundraising event where participants pay to play in a golf tournament, often accompanied by sponsorship opportunities for holes, prizes, and giveaways.
- **Revenue Streams**:
    - Registration fees for players and teams.
    - Sponsorships from local businesses for each hole, player swag bags, and tournament branding.
    - Additional revenue from on-course games (e.g., longest drive, closest to the pin).
- **Benefits**: Appeals to golf enthusiasts and offers a full day of networking and fellowship. Golf tournaments often attract high-ticket sponsors and participants, leading to substantial revenue potential.

12. Pancake Breakfast or BBQ

- **Description**: A community-centered, family-friendly event where Rotary members serve a hearty breakfast or BBQ meal, often tied to a local festival or holiday celebration.
- **Revenue Streams**:
    - Ticket sales for meals.
    - Sponsorships for food and supplies from local businesses.
    - Additional revenue from add-ons like drink tickets, dessert sales, or raffle tickets.
- **Benefits**: Low-cost to organize and easy to involve a broad section of the community. These events are excellent for visibility and engage community members across all ages.

13. Car Show Fundraiser

- **Description**: Organize a car show that attracts vintage, classic, and luxury car enthusiasts. Attendees pay an entry fee to display or view the cars.
- **Revenue Streams**:
    - Registration fees for car exhibitors.
    - Entry fees for general admission.
    - Vendor booths for related products and services (e.g., car detailing, automotive tools).

- **Benefits**: Appeals to a niche audience and car enthusiasts, creating a family-friendly outdoor event with high engagement. Opportunities for local business partnerships and sponsorships are abundant.

14. Rotary Trivia Night

- **Description**: Host a trivia competition where teams compete by answering general knowledge or themed questions. Teams pay an entry fee, and prizes are awarded to the winners.
- **Revenue Streams**:
    - Entry fees for participating teams.
    - Sponsorships from local businesses for prize packages.
    - Additional revenue from food and drink sales, raffle tickets, or 50/50 draws.
- **Benefits**: Trivia nights are popular for all age groups, creating a fun and engaging atmosphere that encourages team spirit and friendly competition. Easy to host at a community hall, restaurant, or even virtually.

15. Rotary "Duck Race"

- **Description**: Participants "adopt" a rubber duck for a small fee. All ducks are released in a river or stream, and the first duck to cross the finish line wins a prize for its "owner."
- **Revenue Streams**:
    - Entry fees from participants adopting ducks.
    - Sponsorships for ducks, race supplies, and event advertising.
    - Additional revenue from merchandise, food sales, and raffle tickets.
- **Benefits**: The event is family-friendly, visually engaging, and easy to organize. Duck races are unique and memorable, making them popular with both community members and local media.

16. Casino Night

- **Description**: A themed casino event where guests purchase chips to play classic casino games such as blackjack, poker, roulette, and craps. At the end of the evening, participants can exchange their chips for raffle tickets or prizes.
- **Revenue Streams**:
    - Entry fees or ticket sales.
    - Sales of chips for gameplay.
    - Sponsorships for tables, prizes, and event branding.
- **Benefits**: Casino nights create a fun, high-energy environment that appeals to a wide audience. They provide ample sponsorship opportunities and can be enhanced with food, drink, and entertainment for a full evening experience.

17. Talent Show

- **Description**: Host a local talent show featuring performances by community members, local artists, or even Rotarians. Attendees pay to watch the show, and participants might also pay an entry fee.
- **Revenue Streams**:
    - Ticket sales for audience members.
    - Entry fees for participants.
    - Additional revenue from concessions, merchandise, and voting donations (where guests “vote” for their favorite acts by donating).
- **Benefits**: Engages a diverse audience, particularly families and young people. Talent shows are flexible in scale, can be held indoors or outdoors, and encourage community involvement and creativity.

18. Community Yard Sale / Flea Market

- **Description**: Organize a community-wide yard sale or flea market where participants rent a table or booth to sell items. Rotary manages the logistics, and all booth fees or a portion of sales go toward the fundraiser.
- **Revenue Streams**:
    - Table or booth rental fees.
    - Percentage of vendor sales or donation at each table.
    - Additional revenue from food, drink sales, or a raffle.
- **Benefits**: Low-cost and easy to organize. Yard sales attract a wide audience and provide an opportunity for community members to sell items and support Rotary at the same time.

19. Pet Photo Contest and Calendar Sale

- **Description**: Organize a photo contest where community members submit photos of their pets, paying a small fee per submission. The top entries are featured in a Rotary calendar, which is then sold as a fundraiser.
- **Revenue Streams**:
    - Entry fees for pet photo submissions.
    - Calendar sales featuring winning photos.
    - Sponsorships for each month in the calendar or pet-related businesses.
- **Benefits**: Appeals to pet owners and animal lovers and creates an engaging, family-friendly contest. The calendar can serve as a year-round fundraiser with long-lasting visibility for Rotary.

Summary

These out-of-the-box ideas not only expand fundraising potential but also encourage community involvement, provide memorable experiences, and showcase Rotary’s creativity and innovation in giving back. The unique elements and diverse options ensure there’s something for every attendee to enjoy, fostering both a strong community connection and a successful fundraising effort.