

# 6 STEPS TO BUILD A PANDEMIC-PROOF FUNDRAISER

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Fundraisers sustain Rotary clubs worldwide. With the proceeds, service projects are made possible. Our club is no exception. We raised funds by organizing events like pop-up sales, movie ticket sales, and golf tournaments before the pandemic. With social distancing, none of these are possible.

The pandemic has compounded the demand for help. Since the pandemic started, we donated PPE's and critical medical supplies for hospitals, face masks for essential workers and held many educational webinars. We wanted to raise money to provide distance learning tablets for children. With new and more expensive social projects, was there a way to raise funds and still be socially distant?

The answer is YES! Indeed there are ways to raise funds during a pandemic and quite profitably too!

Here are six critical steps to go from ideation to fundraiser execution.

## 1. Practice pragmatism

We started by brainstorming fundraising possibilities. We came up with six ideas. We quickly realized the cliché that "ideas are a dime a dozen. What matters most is the execution of such ideas."

Choosing which project(s) to pursue became evident through iterative member engagement. Members would say things like, "I know someone we can tap to do x, y, z," or "I know how to build a, b, c." And then suddenly, people were building on each other's ideas.



It soon became clear which projects were most feasible because members were already volunteering their talents, professional expertise, and outsourced resources.

## 2. Explore member expertise

To achieve a low-medium effort project with the potential for high revenue return meant leveraging the talents we have.



Leverage club member talents to get to sweet spot.

We identified that an online concert was an excellent idea to pursue. Club members **Jaqui Boncan**, **Raissa Hechanova Posadas**, and **Rina Lopez Bautista** personally knew famous performers who would draw in the crowd.

Club members **Bobet Vera** and **PVP Ricky Trinidad** had contacts in companies willing to sponsor the concert. We called the show "We Are One," our club's communication theme for all our projects related to helping people during the pandemic.

We also identified a second project, an online sale we called "Treasure Trove," where we sold pre-loved luxury handbags, shoes, jewelry donated by members and friends. We leveraged our experience on pop-up sales, this time, taking it online. Club members **Toni Urrutia** and **Patti Manuel Go**, and her daughter, **Angela**, knew how to build a Shopify online shop. Club member **Atty. Eric Qualson** is a member of the Camera Club of the Philippines. His photography talent enabled beautiful merchandise photos.

### 3. Organize for Success

We followed the same discipline in managing these two simultaneous projects with a focus on these three things:

- a. Assigned a project leader for each fundraiser responsible for coordinating all moving parts

- b. Created sub teams with designated leaders to breakdown the tasks.



- c. Communicate, communicate, communicate. We met weekly for status review and problem resolutions. In between meetings, we shared via Viber and Google Drive.

### 4. Promote Innovation

We only had five weeks to build both the online concert and online sale. The short time propelled members to come up with creative ideas to accelerate revenue generation.

Club member **Ravi Daryanani** came up with the idea of creating a sponsorship package worth P25K (US\$500) and receive two tablets that sponsoring companies can, in turn, give to their deserving employees' children. This brilliant idea successfully generated P325K (US\$7K)!

We sold each concert ticket for P1K. Club member **Kat Lim-Lleander** created a "Tita package" worth P4K, which encouraged people to sponsor a tablet's cost for a child directly.



## 5. Let go of the small stuff

We were laser-focused on actions that made a difference. As we got closer to our launch date, we let go of the small stuff like font changes, poster color changes, etc. Don't sweat the small stuff!

We had 90%-member participation. 65% of funds collected were from our global community of supporters.

## 6. Every second, have fun!

Our joy of serving comes from our sweat equity - the pleasure of contributing with our vocational talents and resources. We had 90% member participation. The energy we all felt in this collaboration transpired despite our digital connections.

One lesson learned: do not do simultaneous projects. Stagger them, especially if you are using the same resources.

We successfully delivered P1.4M (US\$29K). Our global supporters came from 7 countries: US, Canada, Switzerland, UK, France, Korea and the Philippines. How sweet it is to witness the fruits of our labor. How sweet it is to see we made a difference in providing 200 distance learning tablets to children in need!

**We Are One.**  
 A Fundraising Concert of Love and Giving  
 Dec 8 | 8-9:30 pm | 7:30 pm login (Manila time)

Benefits low-income children in need distance learning gadgets.  
 Enjoy the music of Jose Mari Chan, Joey Albert, Route 70 and club members Tom Drilon and Joe Agcaoli.

**Php 1,000**  
 Register: [bit.ly/weareone-register](http://bit.ly/weareone-register)

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# GML

GOVERNOR'S MONTHLY LETTER

VOLUME XXII NO. 9 • MARCH 2021



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# 6 STEPS to build a pandemic-proof fundraiser

By LEAH QUESADA, Public Image Chair, RC Makati Premier District

Raising money has always been a challenge for many Rotary clubs. The pandemic has compounded the issue. Physical fundraising events are impossible, and service projects have increased and have become more expensive.

Yet the Rotary Club of Makati Premier District executed two successful fundraisers recently and have learned a lot from the experience.

RCMPD donated PPE's and critical medical supplies for hospitals, face masks for essential workers and held many educational webinars. The club also aimed to raise money to provide distance learning tablets for children. With new and more expensive social projects, was there a way to raise funds and still be socially distant?

The answer is YES! Indeed, there are ways to raise funds during a pandemic and quite profitably too!

In this article, a simple, easy to follow, six-step process is outlined to help other clubs create their pandemic-proof fundraiser that is both profitable and fun.

Here are six critical steps to go from ideation to fundraiser execution.

## 1. PRACTICE PRAGMATISM

Start by brainstorming fundraising possibilities to come up with several ideas. RCMPD quickly realized that "ideas are a dime a dozen, what matters most is the execution of such ideas."

Choosing which project(s) to pursue became evident through iterative member engagement. Members would say things like, "I know someone we can tap to do x, y, z," or "I know how to build a, b, c." And then suddenly, people were building on each other's ideas.

It soon became clear which projects were most feasible because members were already volunteering their talents, professional expertise, and outsourced resources.

## 2. EXPLORE CLUB MEMBERS' VOCATIONS AND EXPERTISE



Achieving a low-to-medium effort project with the potential for high revenue return means leveraging talents that the club have.

RCMPD identified that an online concert was an excellent idea to pursue because club members Jaqui Boncan, Raissa Hechanova Posadas, and Rina Lopez Bautistas personally knew famous performers who would draw in the crowd. RTN Bobet Vera and PVP Riecky Trinidad had contacts in companies willing to sponsor the concert. The show was called "We Are One," the theme for all the club's projects related to helping people during the pandemic.

A second project, an online sale we called "Treasure Trove," where pre-loved luxury handbags, shoes, jewelry donated by members and friends were sold. The club leveraged the experience of some of its members on pop-up sales, this time, taking it online. Club members Toni Urrutia and Patti Manuel Go, and her daughter, Angela, knew how to build a Shopify online shop. Club member Atty. Eric Quaison is a member of the Camera Club of the Philippines. His photography talent enabled beautiful merchandise photos.

## 3. ORGANIZE FOR SUCCESS

The club followed the same discipline in managing the two simultaneous projects with a focus on these three things:

- Assigning a project leader for each fundraiser responsible for coordinating all moving parts
- Creation of sub-teams with designated leaders to break down the tasks.
- Communicate, communicate, communicate. Weekly meetings were set for status review and problem-solving. In between meetings, information was shared via Viber and Google Drive.

## 4. PROMOTE INNOVATION

The short time to prepare for the fundraising events propelled members to come up with creative ideas to accelerate revenue generation.

Club member Ravi Daryanani, for example, came up with the idea of creating a sponsorship package and received in-kind donation of two tablets from sponsoring companies that can be

given to their deserving employees' children. This brilliant idea instantly generated P326K (US\$7K)

Apart from selling concert tickets, another member Kat Lim-Lleander created a "Tita Package" worth P4K (the cost of 4 tickets), which encouraged people to sponsor a tablet's cost for a child directly.

## 5. LET GO OF THE SMALL STUFF

Focus on actions that make the bigger difference and let go of the small stuff like font changes, poster color changes, etc. to create more impact with least effort.

## 6. EVERY SECOND, HAVE FUN!

The joy of serving comes from the members' sweat equity - the pleasure of contributing with each members' own vocational talents and resources. The club had 90%-member participation. The fundraising projects earned global support from 7 countries: US, Canada, Switzerland, UK, France, South Korea, and the Philippines. The energy everyone felt in the collaboration transpired despite engagements being made possible mainly digitally.

One lesson learned: do not do simultaneous projects. Stage them, especially if you are using the same resources.

RC Makati Premier District's fundraising projects successfully delivered P1.4M (US\$29K). How sweet it is to witness the fruits of the club's collective labor and, more than this, to see the club make a difference by providing 200 distance learning tablets to children in need.