



# The Art of Collection

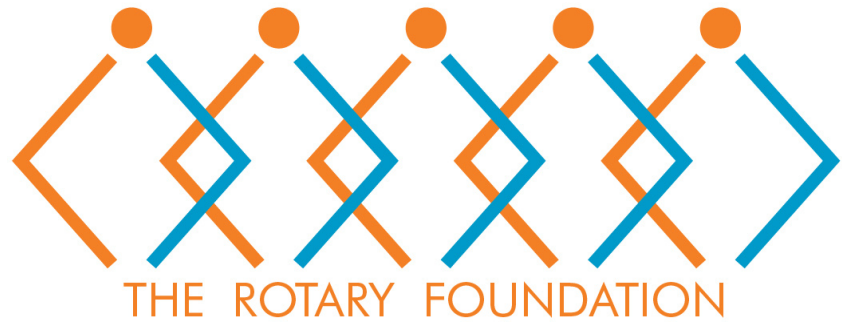
There is an art to collecting donations for any charitable purpose. This must be taught to the Chair of The Rotary Foundation in every club and also to the club leadership.

The basic rule is that the donor must write his cheque with a smile of satisfaction that he has donated to a cause. It is important for us to teach every person to share his wealth. The art of collection goes a little further. The District Governor and the DRFC must research every club and find out which member will support a cause with a big donation and which members will just give an amount because someone asked for it. The District Governor, DRFC and the club's TRF Chair must form a strong bond to educate every Rotarian about The Rotary Foundation. Philanthropy is little understood by the general public or even by the small time donors. It is the intention of the Trustees of The Rotary Foundation that the DGs, RRFCs, DRFCs and club's TRF Chairs can go a long way to change all that.

I would recommend that you approach every Rotarian and members in the community as philanthropists and not just donors who just pull out a cheque leaf and hand it over to you. Donation cannot be so casual. It must connect to a cause that the donor realises as important. The art of collection involves making the donor dream about partnering a noble cause and involving in the planning to execute it. The donor will give when it is his dream ... his feelings ... his values. It is now your duty to make him part of the broader world through the programmes of The Rotary Foundation. Polio eradication, literacy, healthcare, community concerns and safe drinking water are few of the areas every philanthropist would like to donate.

You have to make every Rotarian feel that he is supporting causes outside their daily life and this involvement of theirs benefits the world around them. Make them see the magnitude of TRF

## MAKING A DIFFERENCE TOGETHER



and how it reaches every part of the world with his donation. Take them to other districts in your neighbourhood or even to another country. Make them meet extraordinary groups of people who live their life for others. This will make them realise that the act of giving is in fact a gift to oneself. Make them feel the pleasure by connecting to a cause. This is the reward every philanthropist wants. This is how small donors become big time philanthropists.

The art of collecting funds from an individual involves making them understand that their contribution sustains a cause till the full benefit is reaped. This is what makes them happy to give. Philanthropy is joyful and makes life worthwhile in ways few other activities can. You have to show this way to every Rotarian. To many non-Rotarians and probably even to some Rotarians, TRF is like the dark side of the moon: mysterious, remote and cannot be understood. The Trustees of TRF have spent decades working on this realm and hoped that the knowledge will percolate to the members and to the community through you. Without donors there will be no TRF! Despite being around for several decades, we find that Rotarians and other donors have no resources and solid information from the immediate circle of leaders about how to give. I find that even Rotarians are ignorant about deciding what donation is right for them, how to structure it and consider the tax implications. The art of

collection involves placing Rotarians in the new philanthropic era, helping them to identify the most authentic cause and guiding them to make their gift.

You must now use all the skills at your command and motivate Rotarians to contribute and exceed all targets before June 30, 2011. When our leader RI President-elect Kalyan Banerjee steps into the office of the RI President on July 1, 2011, the greatest gift we can give to him and honour our country is by demonstrating that we have contributed more than US \$15 million this year.

The Trustees of TRF have been around for a long time and over the years their collective wisdom from around the world has drawn up a roadmap for TRF and the ways to attract donations for a bouquet of programmes. TRF has earned the distinction of being an institution with unassailable repository of probity and good sense. The Trustees of TRF have created crisp insightful guide for donors, pursuing the true test of success and changing the world for the better. A donor's gift is a unique expression. Your collection must hence be an art.



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