

## 2. Explanation of the scheme



# Business Partners Scheme

“A Growing Success”

**(Businesses working with Rotary, helping the community)**

**Thank you for showing an interest in this scheme!**

*“I would like to think that the pioneering days of Rotary have only just begun. There are just as many new things to be done as ever there were. Kaleidoscopic changes are taking place, many of them without our will. Even to hang on to the fringe of this fast changing world is about all most of us can do. Rotary simply must continue to pioneer or be left in the rear of progress”.*

*The words of Paul Harris in February 1945*

**The Rotary Organisation is a remarkably stable and significant force for good. 100 years of Rotary is something worth celebrating! But we must grasp new ideas for the Future.**

***If you choose to adopt this Business Partners scheme and make it work you will have guaranteed regular extra money each year to fund the costs of a major Club project or support your good causes:***

**The scheme is simple to run and should only involve one or two Rotarians to manage it.**

**Wimborne Rotary Club** annually raises £2000 a year from Business Partners in hard money, and support in kind. (That is services/items provided that would have a cost).

**The Rotary Club of Ferndown** who were the first to adopt this idea from us, raised £1500 the first year from their Partners scheme. A successful Business Partner's scheme should be in addition to any other one off sponsorship or fund raising schemes you might have as a club.

**Throughout District 1110** there are 75 Rotary clubs and a significant growing number of clubs are adopting this Partners Scheme each raising money and their club profile. If every club joined and raised say £1000 that could be over £75,000 a year, extra money to make a difference, money that could save or change lives.

**A GROWING SUCCESS MORE AND MORE CLUBS ARE NOW REALISING THE BENEFITS**

**The founders of Rotary were business people they understood how the system worked. The relationship between Business and Rotary is important not only for financial assistance but also in obtaining new members for the future of Rotary.**

**The principle behind the scheme is called Marketing with a Cause:**

**Many companies are now aware** that their customers and shareholders generally approve of community support that does not appear to have a purely commercial gain.

**Rotary has significant assets** in Name, Service Image, Philosophy, Projects and programmes.

“Marketing with a cause” can offer companies the opportunity to obtain publicity and goodwill and Rotary's image has in no way been harmed by such joint ventures.

**Sponsorship Funding is approved by the general council:** the governing body of the Association, at its meeting in June 1999 declared its support for the use of sponsorship funding, (within certain guidelines) in order to organise, promote and maintain events and activities which advance both the image of Rotary and the service capability of Rotarians and their clubs.

**Community focused businesses are ready and willing** if approached in the right way to associate themselves with the Rotary movement. If done in a sensitive way this association will not harm, dominate or dilute the Rotary movement or Image.

**THE BUSINESS PARTNERS SCHEME WORKS ON THREE LEVELS  
SEE PDF/LEAFLET FOR MORE DETAILS**

**LEVEL ONE – Run By Local Rotary Clubs for the Clubs benefit**

**This works on the basis of collecting annually the small sum of £100 or £150 per year (Not more) from each business involved. (£100 1 –10 employees 11 above £150) With the aim of 10 or up to 20 businesses (Not More) joining the Scheme. Keep it simple and modest, the secret is in the numbers.**

**This simple, annual scheme organised within a Club is run using Standard Letters and Forms, for use by one or two club members, with a personal approach.**

**PUBLICITY: In return for this financial support the Partners package would include Publicity in all or some of the following ways: advertising space in club leaflets, events programmes, publicity in club newsletters, free tickets to events, opportunities for Partners to visit the club and talk about their business's, window stickers associating a Partners business with Rotary, invitations to events and activities within the club and any other appropriate benefit your Club decides is relevant, cost effective and not too intrusive.**

**THE GOLDON GOAL: If the annual Business Partners package offers value for money and is not expensive the aim is that once a business joins the scheme they stay with the scheme for many years.**

**The benefits of formalising this process to an annual package are many both to you as a club and the businesses involved. You all know where you stand. You will know you can cover the cost of an event or project so that more of the money you raise goes to good causes.**

**The business can feel good, “Marketing with a cause”**

**Money raised by this scheme should be in addition to any other existing one off sponsorship or fund raising within the Club.**

**So how do you make this scheme work?** Start with some of the business members within the club. Develop personal contacts. Stay with the local business community. Give them information about Rotary When you get a business on board tell others, Bill from the Estate Agent has joined our scheme what about you as a Travel Agent or Florist or whatever joining. Work first on areas of business that Rotarians use, Florists, Travel Agents, Estate Agents Printers etc and develop it from there. Send letters of information but always follow up personally.

**Remember the personal touch is much better and will usually work.**

**Once you get a few businesses on board others will follow do not give up, remember a visit to meet and explain will help, tell them about Rotary and the things you achieve.**

**Give exclusivity: Only one Florist, only one Printer etc.**

**Give value for money and remember “Marketing with a cause. “**

**Tell Businesses about Rotary.**

**Believe me to an established business £100 or £150 per year is not a large sum of money if you are giving them publicity, and they know they are helping Rotary, the community and the causes you support, the amount will be tax deductible for them.**

**BUSINESS PARTNERS SHOULD RECEIVE PUBLICITY IN NEWSLETTERS LEAFLETS ETC**

**If you approach this scheme with enthusiasm and follow some simple procedures it will work for you and raise significant sums of money for your Club.**

**Rotary is one of the very few charities where all or most of the money raised goes to the causes we support. Make sure you tell your Business Partners that.**

*You can choose to adopt the Rotary Partners scheme “Business working with Rotary, helping the community”. Make it work in your Club and continue to make some magic in peoples lives and you never know you might also gain some new members as well.*

Best Wishes

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