

Announcing the Rotary's Promise Club

In your role as a Rotary leader and motivator, we want you to be the first to know about an exciting new opportunity to raise awareness of The Rotary Foundation's Endowment, called the **Rotary's Promise Club**.



We are fortunate to be part of an organization that understands the importance of being prepared. In 1917, Rotary leaders had the foresight to create an endowment to ensure that resources would be available to do good in the world. Gifts to the Endowment are carefully stewarded to provide funding for the programs you know and love, year after year. The principal of these contributions is never spent and available earnings are used to make a lasting difference in people's lives.

A gift to the Endowment provides on-going financial support your District can use to stay strong and impactful for generations to come!

We are asking for your help in promoting the new Rotary's Promise Club designation and highlighting the important work made possible by Rotary's Endowment.

What is a Rotary's Promise Club?

Clubs achieving 100-percent member support of the Endowment are eligible to be designated as a Rotary's Promise Club. Upon reaching this milestone, a club leader may submit a request to plannedgiving@rotary.org and receive their customized Rotary's Promise Club certificate!

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What support qualifies?

An outright gift to the Endowment of \$1,000 or more or a commitment to the Endowment of \$1,000 or more.

What can you do today?

Engage Assistant Governors, District Rotary Foundation Chairs, and Club Foundation Chairs to evaluate club giving to the Endowment. Based upon current awareness, create a strategy to encourage clubs and Rotarians in your area to work toward achieving Rotary's Promise Club status.

Some areas may find that awareness of the Endowment is high and clubs are already half-way there, while others may need to start with an introduction to the Endowment and a long-term strategy. Make a plan for meeting donors where they are because each donor and club will be unique. Here are some other ideas to get you thinking:

- Identify an Endowment Champion in your area. Can you think of one person who has already supported the Endowment and would like to share their story?
- Check your District Designated Fund report and see if you receive DDF each year

because of a legacy that was created years ago. Celebrate that donor's generosity and foresight to encourage club members to consider something similar.

- Make it fun! See which clubs can educate and inspire in a new way and be designated a Rotary's Promise Club!

What Materials are Available?

Visit www.rotary.org/legacy and scroll to the Club & District Legacy Toolkit to find:

- An electronic announcement to share this new club designation
- Rotary's Promise Club process document - outlining how clubs qualify and are designated
- Your Rotary Legacy pamphlet to introduce the Endowment to club members
- Detailed list of giving options
- Summary of recognition levels
- Your Rotary Legacy response card - used to record new commitments to the Endowment.

Contact plannedgiving@rotary.org for more information.

As a Rotary leader, you can recognize that past president Arch Klumph's words from 1917 still hold true today ...

"Rotary's future depends upon what we do today."

By encouraging clubs and members to consider their Rotary legacy, you are helping build the pipeline for funds to continue to flow to your District for generations to come, fueling the projects you care deeply about. **And for that, we thank you.**

