Promoting Your Fundraiser

Effective publicity can generate community-wide interest in your fundraiser, helping you meet and even surpass your goals while building public awareness of Rotary and the many contributions your club makes to the community. Here are some steps your club or district should consider for promoting your fundraiser:

- Prepare a news release on your fundraiser for distribution to local media – television, newspapers, magazines, newsletters – at least one week in advance. Sample press releases are included in this binder.

- Create a 15- or 30-second radio public service announcement about your fundraiser and distribute it to local radio stations.

- Allow enough time to include your event in local calendar listings in newspapers, magazines, newsletters, and on cable-access television if available.

- Have signs made up advertising your fundraiser and ask local businesses to display them.

- Take out an ad in the local newspaper.