

*“Image ads on Rotary Club websites can significantly increase the fundraising abilities of the club. The Tullahoma Noon Rotary Club has seen a considerable increase in fundraising since beginning the image ad sponsorship packages.” --Sam Harper, Past President, Rotary Club of Tullahoma.*

The Tullahoma Noon Rotary Club has developed a fundraising strategy based on a combination of Internet image ads and traditional fundraising activities (golf tournament and Staggarwing Duathlon). The club did not want to eliminate traditional fundraising activities because of the positive exposure they provide for the Club in the community and did not want Internet ads competing with these events. In addition, Club officers were receiving many complaints about the multiple calls being made to sponsors in the course of a year for fund raising purposes. Combining the two created a synergistic approach!



[www.clubwebsitebuilder.com/fundraisers.php](http://www.clubwebsitebuilder.com/fundraisers.php)

The sponsorship packages contain hole sponsorships for the golf tournaments, logos on event banners and newspaper ads, ads in the weekly club bulletin, exemption from event assessments, and many other valuable benefits. The goal is to provide a valuable sponsorship package to a potential sponsor. Sponsorship level details are available online at: [www.tullahomanoonrotaryclub.org/fundraiserMatrix.htm](http://www.tullahomanoonrotaryclub.org/fundraiserMatrix.htm)

*“The image ads feature allows our advertisers to deliver contextually-targeted, relevant, graphical advertisements that visually engage users and help convey the value of their product or brand.”*  
--- Google

Sponsors contribute once a year and are not approached for additional donations. One contribution from a sponsor per year allows individuals or organizations to contribute to the club without being bothered by repeated fundraising requests. Flexible payment options for sponsors also aid fundraising. Sponsors can pay the full amount initially or by the quarter or month. Multiple sponsorship levels allow businesses to choose which level is best for their needs while increasing the number of businesses interested in sponsorship.

The club’s goal is to have a large group of sponsors whose sponsorships are easily renewed every year. This allows better long range planning for Club-sponsored community projects. In our first year of this fund raising approach, we have focused on selling Platinum, Gold, and Silver to businesses and Bronze and “e-Link to Rotary Friends” to individuals (i.e., members). Several club members also contribute at the Silver level. (See below.)

Image advertisements are very inexpensive to place on the club’s website, but can generate considerable revenue for the club. Each club can develop their own sponsorship matrix to fit their needs and fundraising goals.

The club established a matrix with 5 levels of annual sponsorship:

Level	Annual	Quarterly	Monthly
Platinum	\$1500	\$375.00	\$93.75
Gold	\$1000	\$250.00	\$83.33
Silver	\$500	\$125.00	\$41.66
Bronze	\$250	\$62.50	\$20.83
e-Link	\$125	\$31.25	\$10.42

Contact Bill Stone, Club Internet Communication Officer, Tullahoma Noon Rotary Club, for more information. Call toll free: (888) 330-9593 or Email: [bill@clubwebsitebuilder.com](mailto:bill@clubwebsitebuilder.com)