



‘Amaizeing’ Fundraiser for Your Club

The Constant Challenge of Raising Funds

Perhaps the biggest challenge each Rotary Club faces year over year, is finding new and innovative ways to raise funds. Meeting a club’s fundraising goals is a constant challenge, recognizing that clubs have a finite amount of time with which to devote to fundraising and members of the public are being inundated with fundraising requests. The ideal fundraiser of course, is one that actually appeals to the general public because in addition to being tied to a great cause, it also happens to be tied to something such as an event that is either fun or engaging or both; or perhaps it is tied a purchase that appeals to them.

Which brings us to an exciting new fundraising initiative the Rotary Club of Collingwood - South Georgian Bay has launched, which has the potential to significantly increase the amount of money a participating Rotary Club can raise over the course of a year – by our estimates, to the tune of thousands of dollars.

An Amaizeing New Product

Amaizeingly Green is an effective, safe and environmentally-friendly lawn fertilizer that provides essential nutrients to your lawn, while controlling 23 different kinds of weeds and research has shown that it can reduce crabgrass by 85 percent in the first year and 98 percent by the second year of application. It’s essentially *corn gluten* – a byproduct of the ethanol that is being produced by the Collingwood Ethanol L.P. plant (www.collingwoodethanol.com/coProducts/cornGlutenMealFertilizer.htm) - that provides

a slow release of essential nitrogen that helps your grass to grow while inhibiting weed growth. So what Amaizeingly Green represents to Rotary Clubs across Canada, is a product that consumers can benefit from year over year that they are prepared to pay for because it is good for their lawns, it is safe and it is environmentally friendly. The other appeal of this product is that it has arrived at a time of changing perception with respect to the use of pesticides and herbicides across Canada.

An Amaizeing New Fundraiser

Timing is everything when it comes to launching a new product or for that matter a new fundraising initiative and in the case of Amaizeingly Green, the timing couldn't be better. Not unlike the significant increase in awareness and concern over global warming we have witnessed over the past five years, there is a rising tide of concern over the use of pesticides and herbicides around the world and particularly in Canada, where over 120 municipalities have banned the used of these products due health and environmental concerns.

And major stores are getting on board as well, with the recent announcement by both Home Depot and Canadian Tire that they will phase out the sale of traditional herbicides and pesticides by the end of 2008. As well, the province of Ontario recently joined Quebec in announcing its intention to formally ban 'cosmetic use' of pest control products used on residential lawns, gardens and parks.

So health concerns, environmental concerns and government bodies at the municipal and provincial level pushing for the use of safer lawn products – all of which adds up to a tremendous opportunity for Rotary Clubs to get involved in the early stages of the sale of a compelling new consumer product – the demand for which will only grow in the coming years.

Challenges and Opportunities

As with any new fundraising program, there are not only opportunities, but challenges. And in this case, the opportunity is to get into the game of selling an environmentally friendly lawn care products when the market for this type of product is still in its infancy stage and before the big box stores begin to aggressively push the product.

The challenge is that it's only a matter of time of course before these stores dominate the market for eco-friendly lawn products by virtue of the sales and marketing resources they have at their disposal. But there's still a great opportunity for Rotary Clubs such as yours to get a piece of the pie. The advantage Rotary Clubs have in this proverbial David and Goliath struggle is that:

- i) Amaizeingly Green will be available for clubs to sell, for the same price the product is being sold by retailers (currently at an estimated price of \$19.98 per 9 kg bag).
- ii) Consumers can purchase a bag of the same product from your club vs. a retailer, knowing that the \$4 profit for bag is going directly toward a good cause.
- iii) Rotary Clubs and their members have an opportunity to go out into their respective communities and educate consumers about the benefits of safe lawn care – while at the same time talking about how the profit from the sale of Amaizeingly Green will benefit these communities and other great causes.

Implementing an Action Plan

As with any new initiative, timing is of the essence... and that happens to be particularly true in this case because of the push to ban pesticides, because there are alternative products available and because stores are rapidly getting on board gearing up their sale marketing muscle. Lastly, with spring upon us, it is in the coming weeks – from now through to the end of May, that the vast majority of consumers who choose to fertilize their lawns and fight the growth of weeds will be making a purchasing decision. Here then is a fairly straightforward, step-by-step approach that your club needs to take in order to take advantage of this program for 2008:

- i) **Educate.** Circulate this document to select members of your club or direct them to the Rotary Club of Collingwood-South Georgian Bay website: www.rotarycollingwoodsgb.org
- ii) **Present.** Fast-track a presentation at your club on the merit of launching an Amaizeingly Green fundraiser in our community for this year.

- iii) **Enlist.** Establish a core group of members interested in quarterbacking this initiative, including a point person who can act as a direct liaison with the Collingwood Ethanol Plant. Your contact to set up your club is Rotarian John Saul (jrsaul@merchandiseisng-display.com) & 705-446-2565
- iv) **Implement.** Establish a roll-out strategy that works for your club that covers off:
 - i. Transportation of Amaizeingly Green to your area.
 - ii. Promotion of the product on your web site and through the media in order to raise awareness and demand.
 - iii. Distribution of the product at a central location at predetermined times.
 - iv. Household Canvassing & Delivery strategy – what we call ‘Gorilla Marketing’, should your club decide to go this route.

Additional Resources

The following resources are available in support of efforts to market your Amaizeingly Green fundraiser:

- Rotary Club of Collingwood-South Georgian Bay website:
www.rotarycollingwoodsgb.org/gogreen1.htm
- ‘Go Green’ Brochure (digital copy is available on the Rotary Club of Collingwood-South Georgian Bay website under Marketing Resources) ; printed copies can be ordered from Collingwood Ethanol)
- Getting Amaizeing Results: A Primer on How to Sell Amaizeingly Green In Your Community (also available on the Rotary Club of Collingwood-South Georgian Bay website)

Recognizing that the Amaizeingly Green Fundraiser is new to everyone this year, including the Rotary Club of Collingwood-South Georgian Bay, we recommend that your club:

- Documents the results of your fundraiser this year, including what works and what doesn’t at the grass roots level (literally)

- The establishment of an Amazingly Green Rotary Club Marketing Group comprised of one member from each participating club that can participate in:
 - (1) Monthly Conference Call
 - (2) Year One – End of Season Analysis/Year Two Planning Session

For more information the person to call is Rotarian John Saul of the Rotary Club of Collingwood South Georgian Bay at (705) 446-2565 or email him at jrsaul@merchandising-display.com and he will arrange for a meeting of your President and /or your Ways and Means Director to review the template that the Collingwood SGB Club has developed.