

## **Multiplying Rotary Foundation \$ - It's Almost Magic! ---**

*(A unique idea for presenting the concept of R.F. Matching Grants,  
by Douglas W Vincent, International Chairman, the ROTI Institute.)*



A great way to get attention and illustrate the Rotary Foundation matching grants program is to ask people in the audience for money and then show them the good return Rotary Foundation gives on their investment. Ask "Who is willing to take some risk and invest a dollar for the good of Rotary?" You need one person with \$1, then another with \$2, and a third with \$4. (If you are in a country with coin currency that works best. You can create some extra attention-getting noise by dropping the coins on a table or into a dish).

Then take the first person's \$1 and ask the audience to "Imagine this is a club contribution for a matching grants project." Then suggest "We should go to see the District Governor (use his name if possible) and get him to match this with District Share funds (DDF)". Then take \$1 out of your pocket and return \$2 back to the person. (You'll have great audience attention when they see he made a quick 100% return on his investment). Next, take \$2 from the second participant and say "I am going to R.I. in Evanston and ask the folks at the Rotary Foundation for a matching grant. (Use someone's name they recognize if possible. You can also make a comment that the paperwork was completed properly). Then take \$2 from your pocket, which results in you having \$4 to return back to that person. (Here again, everyone's attention heightens since this person is now ahead \$2 - something is fishy!)

In some countries, under certain circumstances, there are also grants or special funds available from the local government. In Canada, C.I.D.A. (Canadian International Development Agency) will assist with financial support for humanitarian aid. So the third step (where appropriate) is to get the next person's \$4 and once again, take money from your pocket to match this amount and magically come up with \$8, which is returned to the generous audience volunteer.

Wow! . . . you created an 800% return on investment. You just made a \$1 club donation turn into an \$8 project contribution. Yes, this costs you \$7 from your own pocket each time you do it, but the effect is worth it! You can also include another step if you wish, by adding in a \$1 contribution from the partnering (recipient) club or district. It's a really simple technique for making effective presentations and sharing how a Rotary Foundation matching grant can multiply our money . . .

**. . . It's Almost Magic!**