

## **Rotary Club of North Austin**

### **Flag Placement Service Fund Raiser Proposal**



This patriotic fundraiser has been developed and successfully used by several Rotary Clubs, generally in cooperation with a local Boy Scout Troop or Troops. The Rotary Club, in this case, the Rotary Club of North Austin, would purchase the U.S. Flags, staffs and mounting hardware, provide storage space, and check out the flags for placement to the Scouts the evening before appropriate U.S. holidays (Memorial Day, Independence Day, Labor Day, September 11, and Veterans Day, for example), and collect the flags for safe storage at the end of each of those days.

The Rotary Club of North Austin will supply sample flags to interested Troop(s) to use as “demonstrators” when selling the flag placement service in their neighborhoods. The sales activity is also an opportunity to raise community awareness of the worthy programs of the Scouts and Rotary. The Rotary Club will print and provide sales receipts to participating troops, with Rotary and Scout logos (if desired) and contact information for both organizations.

The benefit to the neighborhoods is the appearance of the flags in the morning, and their removal at the end of the day (proper display of a non-illuminated U.S. flag). In most cases, as other neighbors notice the uniform, patriotic appearance of the flags on the holidays, many of them will also become participants in the program.

The expense of all of the program materials (flag kits, storage, and sales receipts) will be borne by the Rotary Club of North Austin. Receipts from sales will be split 50-50 between the Boy Scout Troops and the Rotary Club of North Austin. The cost to individuals who participate in the program varies by community, usually ranging from \$30 to \$50 a year. If our fee were to be \$50, for instance, sale of the service to a modest 100 households would net the participating Scout Troop \$2,500.00 during the first year. The responsibility of the participating Scout Troop(s) would be the sale of the program to neighbors, placement of the flags on designated days, and return of the flags in good condition, at the end of the day.

Most individuals will want to renew participation at the end of their year; in communities where the placement program has become wildly successful, participants have been allowed to pay by credit card, with the option of automatic renewal. The self-perpetuating nature of the placement program has resulted in it becoming a major source of funding for the programs of Rotary Clubs as well as Boy Scout Troops.

A representative of the Rotary Club of North Austin will be available to any interested Troop(s) to answer questions and discuss details such as appropriate fees, start dates and any other logistical concerns.

We look forward to working with you to advance the mission and programs of the Scouts and the Rotary Club of North Austin.

Contact:

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