



The Rotary Club of Thunder Bay (Port Arthur)

Rotary and Rotarians are noted for the work that they do locally and throughout the world. From Polio Plus to the Dew Drop Inn, Rotarians make the impossible seem merely difficult. From medical school scholarships to a clinic in Peru, our membership has been there to make things happen. The club annually raises funds to support these efforts. We look forward to doing so for many new causes into the future but to make them happen the club needs your support. Over the past few years our club has had the need to raise over \$30,000 annually to meet our commitments. We've used our considerable reserves to meet those needs – but those resources are rapidly disappearing.

For the past 45 years radio station CKPR/Dougall Media has donated the proceeds of one entire day's advertising to our club. Over that period the club has raised almost \$1,000,000.00. It has been our primary fundraiser during that period. This is where you come in. Today you have received a package of material containing your sales and contacts from last year; blank order forms; an outline of our program and an outline of our hourly sponsorship pitch. We ask you to use your contacts and sell the ads. Help them to fill in the forms, cheques are great, VISA and MC are fine and cash is gratefully accepted.

They may ask about the ads. They may check off "congratulatory". This means that their name will be added to an ad thanking Rotary for a particular effort Rotarians have made – eg. Rotary Shelter House.

They may check off "thank you ad" which they will write thanking their clients, or particular individuals or businesses. eg. Joe Wasielewski thanked the Symphony for its wonderful sound and Laurie Tulloch thanked his wife for all of her support over the years. When someone thanks an individual or a particular business we may provide them with a certificate to that effect and we will tell them (within a 30 to 40 minute period) when the ad will be aired.

They may check off "commercially produced ad" in which case they have an ad on file with CKPR which will be inserted during Radio Day.

In any case, we have people who will write ads for people if they want to give us the basic facts. In fact people enjoy the ads written by our exceptional staff of writers.

Rotarians will be asked during early February to go in and tape the ads – about 20 at a time. It's nerve racking the first time but after that you realize that the sound engineers at Dougall really can make you sound like the next coming of Walter Cronkite.

We send out receipts when we receive payment – and in that connection you may feel people are reluctant to part with money without an invoice. We can do that as well. Just email me and we'll make it happen.

Once you've made a sale, get **the form** (and the money) to me at the next meeting or at his home at 2227 King George Park Drive or drop-off at the front desk at the Shuniah Building, Confederation College in a sealed envelope with my name on it or stop by my office in behind HR and Finance.

Should you have any questions please don't hesitate to contact myself, Art Warwick, Leslie Savitsky, Bonnie Moore or Maria Hudolin. In addition, our big hitters on sales are Don Chase, John Stephenson, Mary Anne Comuzzi, Leslie and Maria. They'll let you know how they do it.

I look forward to your support in this vital program. It all happens starting now. Our drive is over by the beginning of February. Please put in a dedicated effort to Rotary and what we do – its not too much is it?

You can contact me at 475-6173 or by email bob.backstrom@confederationc.on.ca.

Yours in Rotary

Bob Backstrom