

# SpiralWishingWells



An Initiative by

The Rotary Club of Exmouth

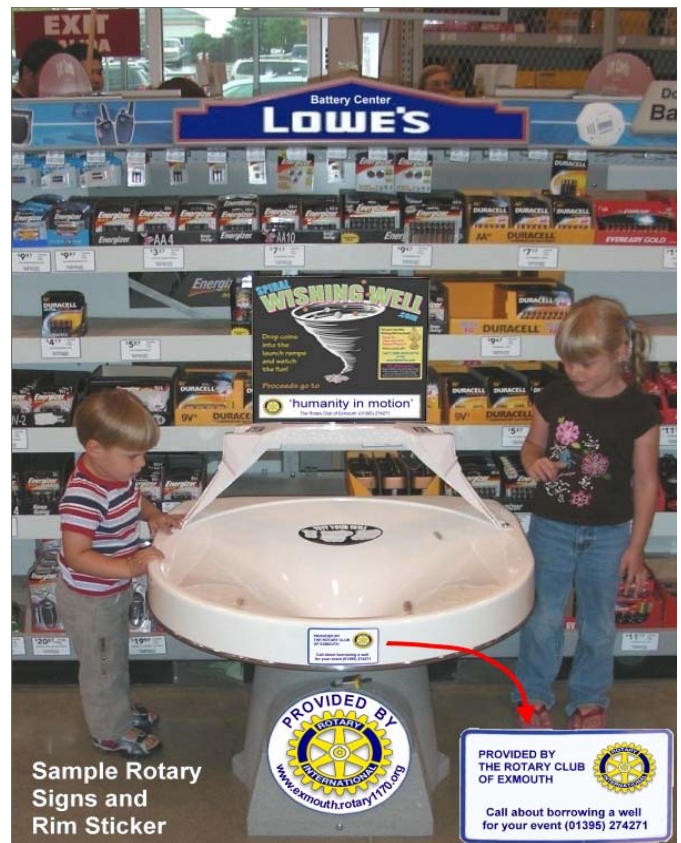


Charter No 196

District 1170

for

The Rotary Clubs of Britain & Ireland



## Spiral Wishing Well Programme

The "Spiral Wishing Well Programme" will help your Club:

- Increase fund raising revenue the easy way
- Raise public awareness of your club

Spiral Wishing Wells have raised the equivalent of over £100 million for various clubs and organisations around the world. They are the most powerful fund raising device of all time, and they do it effortlessly. People toss coins in and watch them spin around in circles, faster and faster until they are a blur of speed as they descend the nearly vertical walls without falling over.

- The One-Day Record is £3726 at a high school fund raising event
- A school raised £125,711 in 45 days for a student's life-saving bone marrow transplant
- Similar wells are known to generate between £50 and £250 per month

### What is this Rotary inspired 'Spiral Wishing Well Programme'?

The goal of our Spiral Wishing Well Programme is for each Rotary Club to begin with at least two Wells.

**The First Well** (Either size 900mm or 2100mm) is placed in a permanent location such as a shopping precinct, a supermarket, a library, restaurant, bowling alley, theatre etc. The coin revenue goes to your club funds, or is split between your club and a charity nominated by the owners of the location

– an excellent opportunity to meet your Rotary Foundation objectives!

Of course, your Rotary Club's name and phone number will be prominently displayed on the Well.



**The Second Well** is to loan out to the organisers of local fund raising events on a shared revenue basis. If you loan them a Well, your "Provided by Rotary" sign will be in front of many people in your community.

These type of events often have media coverage, someone at a microphone, and printed programmes...all of which can include specific mention of your club and whatever message you want them to share in exchange for being able to use your Well.

Fund raising events like this can raise large amounts of money because the events are pre-promoted and people bring all the loose coins they have been collecting in their home. They will gladly give you half the revenue if you loan them the Well. While the one-day record is over £3,700 in an American school, there are many examples of £500 or more at one-day or weekend events. So it is possible from your share to pay off the Wells initial cost very quickly.

The Well you loan out raises easy money. The church, school, or charity picks it up from you, brings it back, and hands you a cheque for your half!

It doesn't get any easier than that.



Example of signage as used by Kiwanis

### “Fundraising Fatigue” and "The best kept secret"

We hear two common things in both our own and other Rotary Clubs:

1. **Membership is strained from "fundraising fatigue". Member's schedules are very busy, and when they have a little time off, they want to spend it with their family.**

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2. **Rotary is "The best-kept secret" in town. Many people have heard or seen the name, but they have no idea what Rotary does or means to their community.**



**Spiral Wishing Wells will help solve these issues in three ways:**

**Easy to Maintain, Portable, Eye catching; Fun and a Fundraiser!!!**

They raise money the easy way. They don't require the kind of organisation and time that other fund raising efforts demand.

They provide public relations that tell people who we are, and that we are actively involved in helping our community.

The positive public relations with each Club's name and invitation on the Wells helps to draw more members. People want to be a part of something that is exciting and active. Seeing Spiral Wishing Wells in their community tells them that Rotary International is **THE** organization to join.



## How many Wells should you place in your area?

The answer depends on your goals. We would encourage you to start with two and see how easy they are to place, and how much money they bring in. Armed with some experience, you can decide at a later date how many you would like to place in your community.

## How to raise \$10 million – a story from our supplier.....

A little known organisation in Lincoln Nebraska by the name of "Christian Record Services" started with three Wells and kept reinvesting the income in more and more Wells until they had over 300 of them in stores up and down the Mid-West of America raising money to send blind children to summer camp. They raised over \$10 million in 6 years and nearly EVERYONE in that region learned who they were. While the \$10 million was fantastic, the exposure and long-term impact has also been a great benefit. Christian Record Services became one of the best-known, most active organisations in Lincoln because they placed Wells almost everywhere. The media featured stories about them a number of times, and people have learned about their service to the blind which has attracted other donors and volunteers. If you want that kind of exposure for your Rotary Club, it can start with just a couple of Wells.

## Splitting the proceeds with your partner's charity!

Many of the best long-term locations may be part of a large chain of companies and they already have a preferred corporate charity. Will they let you place a well for Rotary?

One way to gain their agreement is to offer to list their charity as a recipient on the sign above the Well, and "split" the revenue since you are providing the Well at no cost to them. And of course, your Rotary Club still gets the public and media exposure as the sponsor because your sign is on the Wells too!



**Your Rotary Clubs chosen charity and information board**  
**The reasons for giving ?**  
**The amount raised to date?**



We encourage you to review the website of Spiral Wishing Wells to get a broader feel of how the wishing wells have raised so much money over the years: Visit [www.spiralwishingwells.com](http://www.spiralwishingwells.com)



An example of the Lockable coin compartments, it is always supplied in the standard base colour "Granite Grey"

## Summary

As you consider the challenges of traditional fund raising and how difficult it is to organise volunteers, and as you attempt to increase your membership, we offer the following solutions.

- Spiral Wishing Wells are easy to place...
- Wells don't "solicit" customers...
- Wells are like Notice boards INSIDE the most valuable retail environments promoting your Club and projects...
- They pay for themselves very quickly...
- They raise lots of money for your club funds...
- They generate significant community relations and make it easier to invite people to join your Club...
- A second Well can generate even more revenue and exposure when loaned to local short-term fund raising events that are often covered by the media.
- Also, we will refer all inquiries from your area to your club.



Many gravity wells have generated over £50 a day with only a little promotion. Several have brought in over £50,000 in 10 years at the same location. There is an Air Force Museum in Dayton Ohio that has had over \$1 million worth of coins tossed in during its life so far! But even ordinary locations can effortlessly generate between £50 and £250 per month. They certainly beat a static donation box.

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## Ordering Procedures:

The Spiral Wishing Well Agent for Rotary in the UK is:

### The Rotary Club of Exmouth.

Go to [www.exmouthrotaryclub.co.uk](http://www.exmouthrotaryclub.co.uk) follow the links to "Spiral Wishing Wells" and download the printable pdf order forms and post back to us with your payment

**Or Contact** our Projects committee for more information: Rtn Malcolm Pressey (01395 274271)  
or Rtn Graham Kirby (01395 277863)

## Available Designs:

All 900mm Rotary wishing wells will be supplied with a yellow funnel and grey base. The larger 2100mm will be with a yellow funnel and a Blue base. They will be supplied with a separate sheet of Rotary Emblems for use by your club to display on the Wishing Well. These will be individually personalised to your club/district requirements.

**Note :** Extra quantities of these emblems are available from the Rotary Club of Exmouth, who hold the licence for producing and selling official Rotary self adhesive emblems.

For more details please go to [www.exmouthrotaryclub.co.uk](http://www.exmouthrotaryclub.co.uk)

## Prices:

Prices for these wells are shown on our separate price list, please ask for details or see our website.

**Note:** All profit generated through the sale of these spiral wishing wells will be distributed by the Rotary Club of Exmouth Trust Fund – 288254 to Rotary recognised charitable causes.

12/2010



Steve Divnick, Inventor of the Spiral Wishing Wells, with the three floor model sizes and the Mini-well toy.