

Rotary KindHearts

A Dedicated Crowdfunding Platform for Rotary Clubs

Crowdfunding platforms are being used very effectively worldwide to raise funds for various causes. Many people in the society have financial ability and desire to contribute to social cause, but are not able to identify good projects due to lack of information. With its well-defined areas of focus, efficiency of funds utilization, ability to provide transparency in project execution, and strong existing social networks, Rotary has the opportunity to establish itself as a highly dependable organization for such contributions.

Rotary District 3131 is excited to introduce Rotary KindHearts, a powerful Rotary branded platform that will help clubs in achieving their fundraising goals. The platform provides a great opportunity to utilize crowdfunding mechanism to support projects undertaken by the clubs.

Rotary KindHearts offers the following benefits to Rotary Clubs:

- An easy-to-use platform, designed to align with Rotary's organization structure, that simplifies administration of fundraising activities.
- Each project promoted on the platform gets a dedicated page to share detailed information about the project, the beneficiaries, partner organizations and fundraising goals, and provide regular updates on project progress and funds utilization.
- Each participating club also gets their own page to provide club overview and to showcase their club activities and past projects.
- District will help clubs in reaching out to donors through the use of social media, Rotarian networks, partnerships with businesses and celebrity endorsements.
- Clubs can engage with donors by sharing stories, photos, and videos, fostering a sense of community and encouraging long-term associations.
- Project dashboard provides information such as total amount of donation received, number of donors, complete list of donations, and trend analysis.
- Funds are transferred by the payment gateway to the Trust accounts after deducting their charges. Detailed reports are generated automatically, providing the donor names, PANs, donation amounts, and payment gateway charges.
- Platform helps in ensuring compliance with statutory requirements such as accepting verified PAN for each donation and providing reports suitable for generating statement of donations (Form 10BD).
- Cost and effort of online promotions is much lower compared to organizing traditional fundraising events and activities.

KindHearts website also creates an account for each donor to track their donation history, share areas of interest, access project reports and provide feedback. Donation receipts are generated automatically and sent to the donors on email or whatsapp.

Let's utilize the power of community giving by leveraging technology to bring our supporters together and raise funds to amplify the impact of our projects!