



Page One: The News:

- The ARS website (www.ars.org) has a new Change of Address form located at <http://www.ars.org/Forms/changeaddressform.html>.

The form can be used to change an address or any part, including telephone and e-mail addresses. Recording changes in telephone numbers or e-mail providers is especially important for cyber-rosarians. Bounce-back e-mails tend to create hostile reactions.

- **‘The Peggy Martin Rose’** symbolizes the tenacious survival skills of the rose. One of only two plants in the garden of its owner to remain alive after immersion in 20 feet of water due to Hurricane Katrina, it is a ‘found’ rambler, virtually thornless, with a profusion of pink bloom remontant after maturity. The entire story of its selection as a symbol of garden rebirth can be found in an article by Dr. William Welch at

<http://aggie-horticulture.tamu.edu/southerngarden/PeggyMartinrose.html>

Several nurseries have earmarked a dollar per rose from the sale of The Peggy Martin Rose to underwrite the restoration of gardens in New Orleans, Laurel, MS, and Beaumont, TX.

Page Two: Views: Adeline Christie has some valuable ideas on membership and fundraising; she is the president of the Southampton Rose Society in the New York District:

Empower Your Ideas and Make Them Work for Your Society

By Adeline Christie

Outlined below is a formula that the Southampton Rose Society (SRS) has used with great success. Some of our more ambitious projects over the last few years include the creation of the SRS Rose Garden, a Rose Day Parade followed by entertainment and refreshments, a Biennial Cocktail Party Fundraiser and the launching of the SRS website.

The SRS philosophy is to educate through community awareness of the SRS and its projects, to build membership and to raise funds, and to recognize individuals through member appreciation awards and activities.

Public Education:

The SRS actively encourages public participation in the following events:

- An April Pruning/Rose Care Education Seminar that includes hands-on demonstrations, follow-up lectures and refreshments.
- Rose Day in June with the Annual Rose Show and Rose art Competition. The Rose Show has a *Beginner's Gallery* to guide the public unfamiliar with rose exhibition practices. The Rose Art Exhibition features ribbons and prize money in Professional, Amateur and Student classes. (Real estate companies, banks and insurance companies have been proud sponsors of the Competition.)
- The Children's Educational Program (ages 7 to 10) includes demonstrations on 'How to Plant a Mini-Rose,' with an illustrated instruction booklet and a mini rose for each child.
- A Biennial Garden Tour Fundraiser and a Biennial Cocktail Party Fundraiser.
- Networking through garden clubs and other rose societies to promote attendance at a forthcoming lecture and book signing by Peter Beales, a leading British rosarian and author of 'A Passion for Roses.'

Fundraising:

Motivation and positive energy are the ingredients for any successful fundraising campaign. In 2002 the SRS undertook the task of building a Southampton Rose Society Rose Garden—even through there was little money in the treasury. The project was a gift to the people of Southampton; the cost ran well over \$100,000. The SRS paid for the Garden through memorializing arbors, benches, pavers and bricks. And the SRS hosted the First Cocktail Party Fundraiser in 2003. These actions were enough to create the Garden and to sustain partial maintenance.

Our main source of income is the **Biennial Cocktail Party Fundraiser with Silent Auction and Raffle.**

Last year we collected over 65 items for the auction and raffle. These items included things as diverse as concert tickets, a weekend in Aspen, a day of fly-fishing, and jewelry. All items were obtained through the efforts of SRS members. Our net profit was \$43,000.

Tips to maximize the impact of your fundraising include:

- **Register your society with your state for 501(c)(3) status so that all donations are tax deductible**
- **Join your local Chamber of Commerce. They can assist in 'fax blasting' your events, supply mailing and label lists of other chamber members and publicize your events on their website.**
- **Use any contacts members might have with local hospitals, museums, libraries, foundations, or other civic organizations to obtain their solicitation mailing lists; these are invaluable in building your own master list. AND be sure to get your invitations and solicitations in the mail in timely fashion.**
- **Organize a silent auction with the cooperation of local merchants. Local restaurants, salons and spas might donate gift certificates for meals and services; art galleries might contribute artwork; boutiques for jewelry, accessories or clothing; garden supply houses for ornaments, tools, and consultations; and individual members for charter fishing, gold course or tennis court access, or theatre tickets.**

Member Appreciation:

Showing appreciation to members for outstanding efforts not only increases organizational esprit de corps, it also cements a positive relationship between the individual and the local rose society. The SRS presents awards and

recognition at both a May 'Members Only' Breakfast Forum and an October Annual Luncheon. The SRS also underwrites several programs primarily for members: A May Breakfast Forum with a Guest Speaker, a June Members Garden Tour, and a September Annual Garden Party and Photography Competition.

These ideas and activities have not only resulted in an increased treasury, but also a larger membership roster.

Page Three: Re-Views. This article is an adaptation of an Award of Merit article from 2005 by Lou Little, the editor of the Northwest Rosarian District Bulletin.

Making Money

By Lou Little

The ARS is facing a problem common to most nonprofit organizations, not just rose societies. As societies have fewer members, it's more difficult to do the work to being in the funds. Dues don't pay the month-to-month expenses. One problem with traditional money-making events is that societies make most of their money from their members, not from the general public.

Wouldn't it be nice to have a money-making project that: Cost a minimal amount of money, (b) took a minimal amount of effort, and (c) reached out to the general public all over the nation? Such a money-maker exists and nonprofit organizations can take advantage of it. It's simple—it's easy—

It's ebay!

eBay's Giving Works program for nonprofit organizations has two selling methods: *Community Selling* and *Direct Selling*.

With *Community Selling*, any registered seller can sell items on eBay and donate part or the entire price to a nonprofit organization. But first, the organization must be certified with a program called MissionFish and be added to the nonprofit directory. To do this, your organization needs the following:

1. A working e-mail address
2. An electronic copy of your logo
3. A mission statement of about 40 words or less
4. Your 501(c)(3) letter or other proof of tax-deductibility status. If the ARS were registered, then affiliated societies would need only their 4-digit 501(c)(3) extension letter
5. A voided organization check.

The purchase price or donation goes through MissionFish, and all of the collection is handled electronically; MissionFish issues a tax receipt to the seller, keeps a small processing fee, and transfers the donation to the nonprofit. If 100% of the purchase price goes to the organizations, eBay donates the listing and value fees.

With *Direct Selling*, the nonprofit organization itself lists items for sale, collects the proceeds, and provides the tax receipt. To do this, the organization must

1. Certify the organization with MissionFish.
2. Register on eBay and create a seller account.
3. Register on MissionFish and create a seller account. If 100% of the sale value goes to the nonprofit, eBay donates the listing and final value fees.
4. Create an eBay Giving Works listing and handle the sale as usual.

If the organization sells on eBay, members would still be doing the work, but someone else would be providing the funds, and sometimes these funds could be quite nice indeed. Lots of times, members have high value items they would willingly donate to the society (such as an antique or a piece of jewelry), but a rummage sale wouldn't begin to earn the item's true value. On eBay, however, these items will almost always bring a good price.

There are some drawbacks to selling on eBay. Someone has to have a computer and the time to list and track the items. When the items sell (buyer pays shipping), someone has to pack them, receive the funds, and mail them. You will need paper, tape, envelopes, packing peanuts, and boxes. After a starter supply,

proceeds should keep you going. For more information, go to <http://givingworks.ebay.com/nonprofit>.

(To comment on an item in this e-mail, contact any member of the Local Society Relations Committee listed on the American Rose Society website.)