



**Building Better
Communities**

A ROTARY OCEANIA FUNDRAISING PROJECT

Monthly Ongoing Fundraiser for Clubs

Rotary Oceania (ROZops Ltd) has partnered with Bradfields Limited to bring Clubs the Building Better Communities Project, an ongoing monthly fundraiser using their plant based air freshener with the following goals:

- **Raise money for your Club,**
- **Raise money for your District**
- **Raise Rotary's profile in your community, and**
- **Attract new members to your Club.**

Bradfields have created a paint by numbers system in this booklet for you to follow and set up the Project. They also have a distributor in charge of setting this Project up in New Zealand who will be running virtual question & answer sessions to answer any questions you may have.

New Zealand is the first country for this Project to be launched in as Bradfields is owned by Rotarians located in D9999. We are excited about this Project and look forward to seeing your Club's success in implementing it.

Jennie Herring, Chairperson ROZops Limited

PROJECT PROCESS

DISCUSS with your Club

IDENTIFY possible business supporters

CONTACT businesses and promote

COMMIT by filling out the
Rotary Club Application Form

SIGN AGREEMENT with businesses



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Fragrant Sachets Promotion

THIS PROJECT WILL HELP

- Build closer relationships within our communities
- Give communities an ongoing method of supporting Rotary
- Generate funds for our Clubs, Rotary Oceania and The Rotary Foundation
- Educate our communities about Rotary and its' activities
- Bring new members into Rotary

The Project revolves around the sale of 640 or more sustainable plant based air fresheners per month, through 20 or more businesses in your community.

Each month new stocks are supplied to the 20 businesses producing ongoing revenue for your Club. Each business will receive 2 x 16 piece counter top displays (CTUs) and an invoice for the 2 CTU's, with each air freshener priced at \$8.00 each being a total of \$256.00 per month.

The retail value of each air freshener is \$8.00 incl GST and the header card has a barcode on it for easy integration into the businesses point of sale system.



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Project Goals

Raise funds for Clubs

The funds raised will benefit your Club's community by allowing your Club to take on new Projects and activities.

New Clubs formed from the greater awareness of Rotary will have an instant Project to spread information about Rotary and raise funds to help their communities.

Royalty funds raised for Rotary Oceania (ROZOps Limited) and its' Districts may result in surpluses being donated once a year to The Rotary Foundation.

Attract new members into Rotary

An increased awareness of Clubs and their activities in communities will along with the information provided each month on the header card lead to new members joining Clubs.

If each business involved in the Project inspires one community member to join their local Club each year, this will mean 20 new members will join each Club per year.

Increase the presence and knowledge of Rotary in communities

Each month people will learn more about Rotary and its' impact and role within communities around the world.



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The Product

- The product is a long lasting sustainable plant based air freshener. Plastics have been removed from the product and the slow release fragrance has been infused into sustainably grown wooden beads. The sachet is made from PLA (corn starch), and the outer packaging while plastic has been made from a mixture of new and recycled materials.
- The air fresheners are packaged in Bradfield's branded packaging and are attached to a Rotary branded header card. Every 4th month a new Rotary message will be displayed on the header card.
- Bradfield's sustainable plant based product will only be available through Rotary Clubs and the businesses they supply.
- Rotary International has given permission to Bradfields to market their product to Rotary Clubs without any reference to Rotary or the Rotary Marks on their packaging.





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Project Partners

Bradfields have engaged key partners to ensure that this Project is a success.

KPMG have been appointed to provide the administration and audit function for the Project, consolidate and place orders, invoice clubs and calculate the royalty payments each month. They will work closely with Bradfields website developers and freight company to ensure that your orders arrive on time each month. KPMG has a worldwide network of offices for support but most of the administration will be carried out centrally from Christchurch, New Zealand.

DHL have been appointed to provide fast efficient door to door freight of the products each month using their worldwide network. The air fresheners will be flown to your country and then placed on local couriers for the last miles of delivery.

EVOLUTION CREATIVE is owned by a Rotarian and is responsible for the social media advertisements promoting the Project and Rotary on a regular basis. Evolution have worked with Bradfields for the past 9 years since it was purchased and understand both the product and Rotary.

FIRST PAGE are part of a global group of media companies and are responsible for the scheduling and placement of the advertisements across social media. This will ensure that the placement is effective and on target with your community.



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Project Partners

CREATIVE IT WEB SOLUTIONS are building the engine for this Project which will be attached to the website. The public will be able to access the website to learn about the air fresheners and their uses. You will also be able to access your Club's account with Bradfields where you can place your monthly order.

BRADFIELDS has a distributor in each country who is responsible for liaising with each Club and ensuring that you are setup correctly and to answer any questions you may have. As each country is setup virtual Q and A sessions will be held to facilitate this process.

In July 2025 the day to day management of the business will be taken over by Paige Sullivan PHF and her partner Will Poultney who have both been instrumental in setting up the systems for this Project.



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Business Commitment

- Each business needs to be able to sell one air freshener per day and give all of the proceeds from the sale to the Club.
- Each business will need to support the project for a minimum period of one year.
- It is important that the communities are aware that each business is making no profit on the project and is demonstrating that they believe and care about their community and are partnering with their local Rotary Club to make their community better.
- Bradfields will be running an ongoing monthly social media campaign promoting the Project.
- Clubs will need to show their support for the businesses involved by regularly posting a list of businesses involved on their social media platforms.

It is anticipated that some of the businesses may want to join your Club but more likely that they will want to support your projects with volunteers and equipment.

As many Clubs celebrate groups in their communities with special evenings, they will also be able to hold special events to celebrate the businesses that are supporting them. Imagine 20 businesses being represented at an auction evening to raise funds for The Rotary Foundation.



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Advertising

This sticker will be placed in a prominent position in each business – preferably on their front window so that the community can see it.

This sticker is the main method for identifying businesses which are involved in the Project and it is telling your community that the business cares about your community and is demonstrated by them selling your Club's air fresheners and not making any profit from the sale.





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Advertising

Bradfield's is going to be running an ongoing social media campaign highlighting the Project Businesses, Rotary and the Product so that all of the air fresheners are sold each month. It is important your Club posts regularly where your community can purchase them from. This also strengthens the link between your Club and the businesses.

The focus of the advertising will be across three areas: the Businesses; Rotary; the Product.

1. The Businesses

- The businesses displaying the "Building Better Communities" stickers in their windows are showing their communities that they want to make a difference.
- Communities will be directed to find those businesses if they want to purchase the air freshener and support the Project.
- Communities will also be asked to consider supporting the businesses participating in the Project.



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Advertising

2. Rotary

- There will be advertisements promoting Rotary, The Rotary Foundation and Clubs in New Zealand highlighting projects and achievements so that communities are more aware of what Rotary does in their community.
- Communities will be directed to the Rotary Oceania (ROZops Limited) website where they can search for their local Club.
- Your Club will need to regularly post their activities on social media so that joining Rotary is an attractive option for community members.
- Clubs will also need to regularly post on their social media pages the list of businesses who are supporting the Project.
- Clubs should consider being set up on Flectra, the replacement for Club Runner. If your community can't find you or contact you they will keep looking until they find a Club that promotes themselves.



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3. The Product

- When a member of your community purchases an air freshener, the packaging will have a QR code on it directing them to the Bradfields website. Here they will find information on the product uses and safety information. There will also be a link to the Rotary Oceania (ROZops Limited) website so that they can find your Club and contact you about learning more about Rotary and how they can contribute.
- The header card is Rotary branded and each month the Rotary message on the inside changes.





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Fundraising Figures

Sale Value

Each air freshener is available for a purchase price of \$8.00 including GST. The air fresheners are not donated goods or services and are therefore subject to GST.

Cost Price

Each air freshener costs the Club \$4.31 including GST.

This price includes all costs associated with the product including delivery and also includes a \$0.92 including GST royalty which will be paid to Rotary Oceania (ROZops Limited) and your Rotary District each month after your Club has paid their invoice.

Both the Districts and Rotary Oceania (ROZops Limited) will have these funds for their use as they please with the possibility that once a year a donation may be made to the Rotary Foundation.

Each District will receive 25% of the Royalty if less than 95% of Clubs in their District are involved in the Project. If 95% or more of Clubs are involved the Royalty will increase to 50% of the \$0.92. Any balance will be paid to Rotary Oceania (ROZops Limited).

	CALCULATION	MONTH INCL GST	YEAR INCL GST
CLUB PROFIT	640 x (\$8.00 - \$4.31)	\$2,361.60	\$28,339.20
ROYALTY			
DISTRICT <95% CLUBS	40 x \$0.46 x 50% x Clubs	\$147.20 x Clubs	\$1,766.40 x Clubs
DISTRICT >95% CLUBS	640* \$0.46 x Clubs	\$294.40 x Clubs	\$3,532.80 x Clubs
ROZops LIMITED	(640*\$0.92) x Clubs - District Payment	(\$588.80 x Clubs) - Club payment	(\$7,065.60 x Clubs) - Club payment



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Product Ordering

Order Frequency

Currently there will be one order and delivery per month, with Clubs committing to a standing order to match the purchases of the businesses, so that no businesses miss out on their supplies.

We do not want you to place an order for the air fresheners until they have all been sold and the businesses have all committed to supporting your Club for a year.

Administratively it is better for your Club to have a standing order each month, as that way no orders will be missed out.

There will also be the opportunity for your Club to make one off special orders, for special events or promotions. These orders must be placed by your cut-off date each month.

Reductions in and cancellation of standing order amounts will result in the original amount being supplied for the next three order cycles. Increases in the standing order amount will be actioned in the current order cycle.

Order Amounts

One shipper will contain 20 CTUs. In order to supply your Club's 20 businesses with 2 CTUs each, 2 shippers will need to be ordered.

Minimum Order per Month

The minimum order for a Club per month is one shipper being 20 CTUs. Even though the air fresheners are not heavy, Bradfields have designed the shipper to be easy to handle.

The 20 businesses in your community may only want to order 1 CTU per month until they see how they sell.



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How to Order

The Bradfield's website has been set up as an advertisement for the product so that the community can learn about its' uses and product safety information.

On the website there is a Rotary tab on the navigation menu which will allow your Club to login and maintain your account and display order information. You will be required to complete your account application online in the website when you set up your Club account. Bradfields will then check that the applicants are officers of your Club on the Rotary International website and open and activate the account for you. This check ensures that the people operating the account belong to your Club and are on your Board. The Club President and Treasurer will both be notified if someone that isn't member of your Board attempts to open an account for your Club.

Once your Club is set up in the Bradfields system standing orders can be set up and one off orders placed. You will also receive a list of times when your distributor will be holding virtual question and answer sessions.

When any changes are made to your account such as a change in the officers or order volume, both of the registered Club officers will receive notification.

Your Club will be notified of the order close-off for your Club and the two account holders will be emailed prior to cut-off.

It is also best practice for you to have your Clubs order delivered to a business address so that they can be signed for by someone present.

Bradfields advertising will also attract businesses who want to participate in the Project so that if a business withdraws from the Project another will be available to join it straight away.



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Unsold Air Fresheners

You do not want to your businesses to have unsold air fresheners at the end of the month. It is very important that your businesses place the CTUs where they are easily accessible and seen, preferably on their counters and that customers are offered the opportunity to purchase one every time they purchase.

This has a 2 fold effect:

- Highlights Rotary and the Project.
- Highlights the Businesses involvement in the Project and shows the customer that they support their community.

The goal is 1 sale per day which should be easily achievable if the counter staff offer them with each sale and Bradfield's advertise the Project effectively.

If one of your businesses is unsure, commit them to 1 CTU per month. Collaboration between Clubs within your Community Group will help ensure that all 20 CTUs per shipper are sold.

Bradfields do not want your Club to have any unsold stock which is why they require you to confirm that you have sold all of your order before the system accepts.

Bradfields have tested the air fresheners and they will last for months if kept in their unopened packet which allows the business to continue trying to sell any unsold stock.

If a business continues to have unsold stock at the end of each month you may need to reduce their order amount or consider replacing them with another business. Ultimately this is the decision of the business owner and should be made together.



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Administration Requirements

The goal is to have each business commit to receiving the same amount of air fresheners per month. Each business is then invoiced the same amount each month and are given until the 10th of the month following to pay the Club. The air fresheners arrive each month by courier in shippers each holding 20 CTUs. Members of your Club are allocated to businesses and each month they deliver the air fresheners and an invoice to each business. Those members are your Club representative for each business.

Payment is received and Bradfield's are paid on the 20th of the month following the invoice date.

Your Club or your Trust may need to be registered for GST as the sale of the air fresheners to the businesses is a taxable supply as the goods are not donated. We recommend that you seek accounting advice on this aspect. The annual turnover for this Project @ 640 air fresheners per month is \$61,440 including GST which is over the \$60,000 taxable supply threshold. It also may be that some businesses may wish to purchase a third or fourth CTU each month. Your Club's Rotary Community Group may be able to facilitate the sharing of additional shippers, to accommodate the extra stock needed.



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Project Goals

New Rotary Members

Both ROZops and Bradfields know that Rotary needs new members. This Project is a vehicle to increase Rotary's exposure and presence in your community. Through social media advertising and the information supplied each month on the Rotary branded Header Card, with each air freshener, we are looking for one new community member, per year, to join your Rotary Club for every business involved in the Project.

If your Club has 20 businesses selling the air fresheners, it is expected that you will get 20 new members joining your Club during the year.

Air fresheners sold per business per year = 384

Total Air fresheners sold per Club per year = 7,680

New members per Club per year = 20

Rotary Exposure

The advertising along with the information on the header cards is going to increase your communities' awareness and understanding of Rotary.

Rotary is often a well-kept secret because we are all people of action who are there to serve our communities. This Project aims to show people what Rotary does for them which in turn will attract many people who want to help.



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Contact Info

Distributor Contact Details

Gabrielle is the first point of contact for a Club if they have any questions or queries.

Gabrielle Sullivan

gabrielle@bradfieldmarketing.com

0800 272 334

+64 21 202 2067

www.bradfieldmarketing.com

