

Show Me the  
Money (A)  
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START with the  
END in mind

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Set a

Make it a (SMART) goal  
No. 1. QUANTITY  
responsibility

Charles  
C. Case

Let the Celebration last  
Throughout the year

Always be in PROCESS  
Plan - **do** - Execute - **Deliver**

## Mission Objective

To help equip Rotary with valuable resources to facilitate & improve fundraising effectiveness

## Method

> Principle, Example, & Tools  
> Q & C [K.I.S.S.]

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"If it is to be,  
it is up to me." -So  
says...YOU!

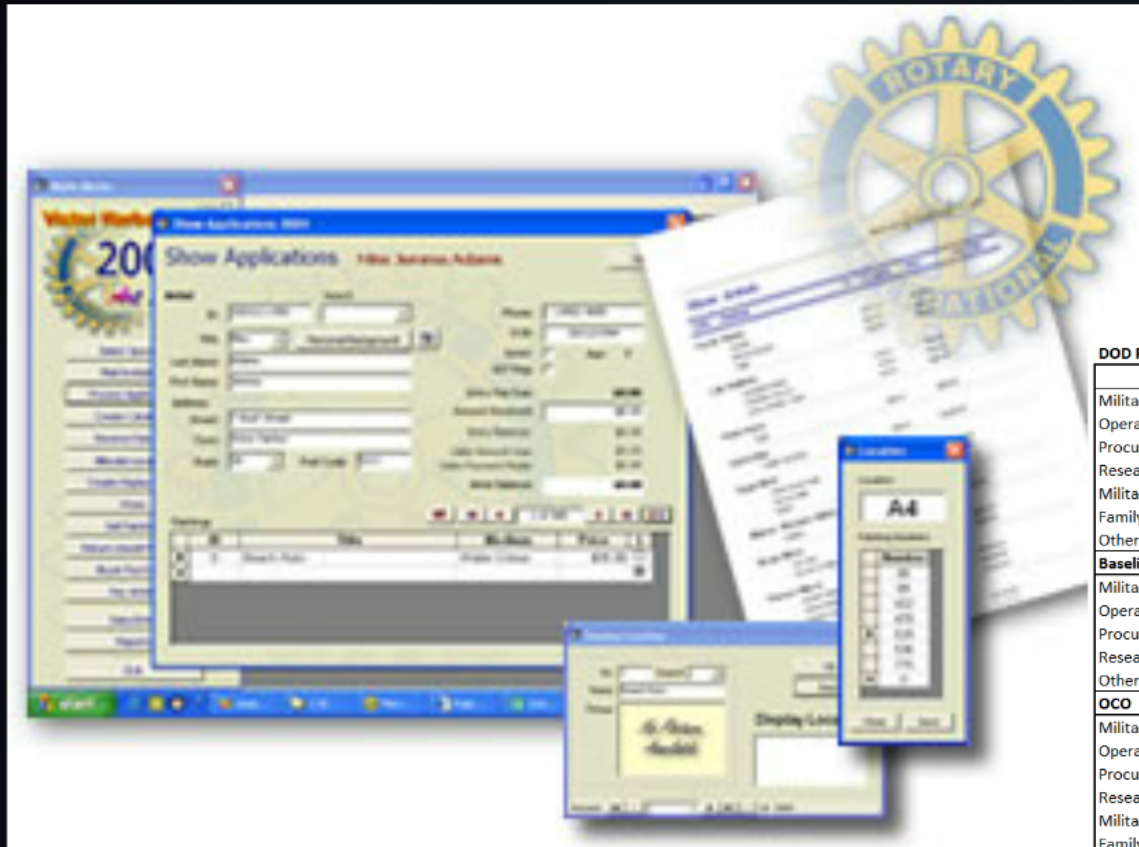
# Show Me the Money (A)

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**START** with the  
**END** in mind .



**DOD FY14 Request by Title - DOD data, table by Defense Industry Daily**

	FY12 enacted	FY13 enacted	FY14 PB	delta FY14 vs 13	
Military Personnel	\$141.8B	\$135.4B	\$137.1B	\$1.7B	+1.2%
Operations & Maintenance	\$197.2B	\$210.1B	\$209.4B	-\$0.7B	-0.3%
Procurement	\$104.5B	\$99.8B	\$99.3B	-\$0.5B	-0.5%
Research, Dev, Test & Eval	\$71.4B	\$69.4B	\$67.5B	-\$1.9B	-2.7%
Military Construction	\$11.4B	\$8.9B	\$9.5B	\$0.5B	+5.9%
Family Housing	\$1.7B	\$1.6B	\$1.5B	-\$0.1B	-6.4%
Other	\$2.6B	\$2.2B	\$2.3B	\$0.1B	+3.0%
<b>Baseline</b>	<b>\$530.6B</b>	<b>\$527.5B</b>	<b>\$526.6B</b>	<b>-\$0.9B</b>	<b>-0.2%</b>
Military Personnel	\$11.3B	\$14.1B	\$14.1B	\$0.0B	+0.0%
Operations & Maintenance	\$86.8B	\$64.0B	\$64.0B	\$0.0B	+0.0%
Procurement	\$16.1B	\$9.7B	\$9.7B	\$0.0B	+0.0%
Research, Dev, Test & Eval	\$526.4M	\$245.5M	\$245.5M	\$0.0B	+0.0%
Other	\$435.0M	\$503.4M	\$503.4M	\$0.0B	+0.0%
<b>OCO</b>	<b>\$115.1B</b>	<b>\$88.5B</b>	<b>\$88.5B</b>	<b>\$0.0B</b>	<b>+0.0%</b>
Military Personnel	\$153.1B	\$149.5B	\$151.1B	\$1.7B	+1.1%
Operations & Maintenance	\$284.0B	\$274.1B	\$273.4B	-\$0.7B	-0.2%
Procurement	\$120.6B	\$109.5B	\$109.0B	-\$0.5B	-0.5%
Research, Dev, Test & Eval	\$71.9B	\$69.6B	\$67.8B	-\$1.9B	-2.7%
Military Construction	\$11.4B	\$8.9B	\$9.5B	\$0.5B	+5.9%
Family Housing	\$1.7B	\$1.6B	\$1.5B	-\$0.1B	-6.4%
Other	\$3.1B	\$2.7B	\$2.8B	\$0.1B	+2.4%
<b>Total</b>	<b>\$645.7B</b>	<b>\$616.0B</b>	<b>\$615.1B</b>	<b>-\$0.9B</b>	<b>-0.1%</b>

FY14 is a placeholder - Administration will amend its budget in coming weeks

[www.DefenseIndustryDaily.com](http://www.DefenseIndustryDaily.com)

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**WHY**



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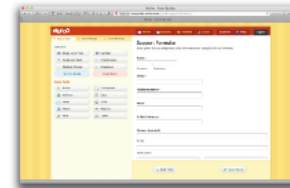
**Stop Spam 100%!**  
You probably know already what a bad idea it is to put the single mailing tag on the contact page. Email harvesting software will find and collect it even if you are trying to trick it by replacing the @ with at or . with

**What's Right for Me?**  
View the Email Me Form Plan Comparison Chart.

**Does it work?**  
View a few examples of EmailMeForm in action.

## The principle of WufoConnector

1. Create a form at wufoo.com



2. Integrate the form into your website



4. WufoConnector syncs data to Daylite



3. Data is being stored in the Wufoo database

Kontakt

Arztname \* (erforderlich)

Vorname \* (erforderlich)

Nachname \* (erforderlich)

Firma \* (erforderlich)

E-Mail \* (erforderlich)

Telefonnummer

Was ist Ihr Anliegen? \* (erforderlich)

5. WufooConnector creates:

- Contacts
- Companies
- Tasks



**MailChimp**  
Features Pricing Customers Resources

**We Make Email For You**

**Reports**  
campaign performance overview

**Dashboard**  
Create Campaign

**Use Growth**

**Start sending effective**

# SignUp Genius



**Organize Volunteers the GENIUS way!**



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It is not about the **MONEY**

- it is about what the  
money **WILL DO**

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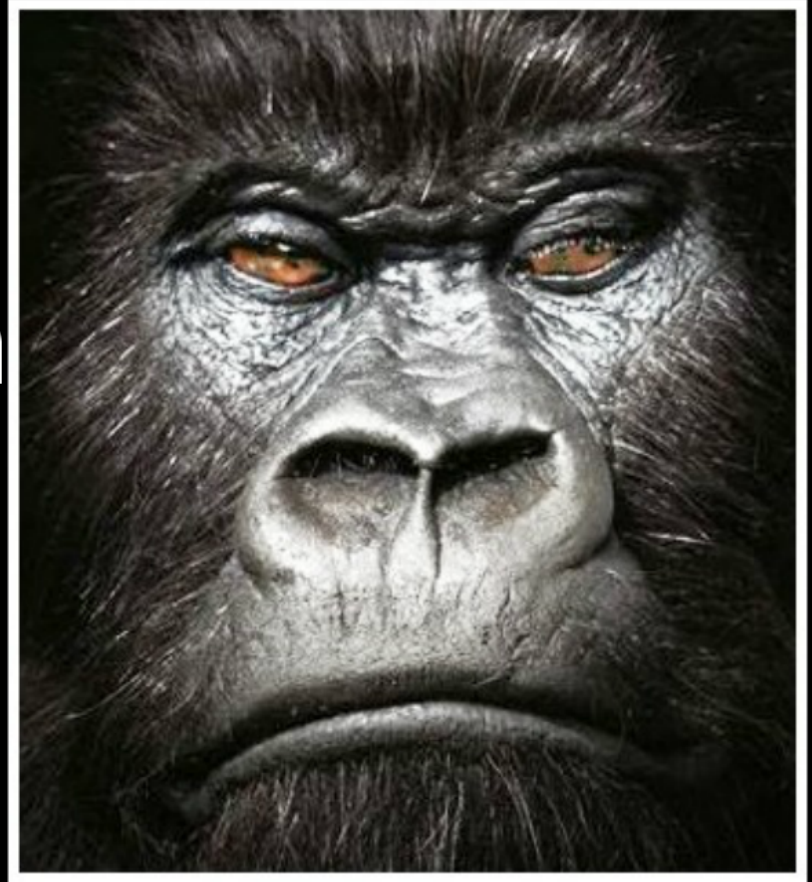
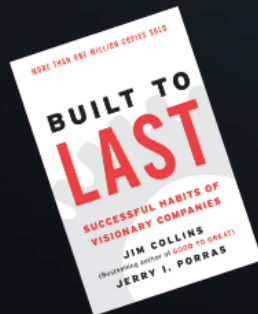




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# Set a

If it is worth doing-  
... it is worth doing **BIG** .



## BHAG

Big Hairy Audacious Goal