

Rotary  
Erie Colorado



# 2024 PAINT RECLAMATION FUNDRAISER REPORT

POST-EVENT  
ANALYSIS  
2024



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Streamlined Operations: The event was very efficient, with low expenses and high profitability. Continuing this streamlined approach will be key to maintaining the event's success.

Involvement of Children: The use of children to collect donations was well-received and effective, adding a personal touch to the fundraiser and encouraging community generosity.

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# Executive Summary

The 2024 Paint Reclamation Project was a highly successful and efficient fundraiser, generating a net profit of \$2,908 with an impressive profit margin of 1.86%. The event was well-coordinated and benefited from the streamlined efforts of both volunteers and organizers, particularly Lew Miller. The approach to volunteer management, donation collection, and overall execution proved effective in maximizing earnings while minimizing expenses. The event not only achieved its financial goals but also provided an excellent opportunity to strengthen community ties and promote the Rotary's mission. However, there are areas for potential improvement, particularly in volunteer management and promotional outreach.

## Introduction

The Paint Reclamation Project is an important fundraiser for our Rotary Club, aimed at providing an eco-friendly solution for disposing of old paint while raising funds for the community. The project allows community members to bring in unused or old paint for proper disposal, supporting environmental sustainability while contributing to the Rotary's charitable initiatives. This year's event was highly successful, thanks to the coordinated efforts of our volunteers and the strong participation from the community.

## Purpose of the Report

This report aims to analyze the execution of the 2024 Paint Reclamation Project, identifying key successes, challenges, and opportunities for future improvement. By evaluating these aspects, the report will provide actionable insights that can inform the planning and execution of similar events, ensuring continued success and growth for our Rotary Club.

## Paint Reclamation Project Timeline

**June 24th, Flyers, and QR codes** were generated to prompt the event and begin sign-up activities.

**June to August Volunteer Coordination:** Lew Miller was key in coordinating the event, ensuring that all logistical elements were in place and that volunteers were prepared for their roles.

**Day Of Event - August 17th, 2024:** The Paint Reclamation Project took place from 9:00 AM to 1:00 PM, with setup starting at 8:00 AM. The event was well-attended, with community members arriving steadily throughout the morning to drop off paint.

**Donation Collection:** Kids from the community were actively involved in collecting donations, adding a personal touch to the event, and encouraging generous contributions from attendees.

**Event Wrap-Up:** The event concluded smoothly at 2:00 PM, with all paint collected and volunteers assisting in the clean-up process.

## Budget Goals and Objectives Set for the Fundraiser

**Income:** The event generated \$2,963 in income, reflecting strong community participation and support.

**Expense:** The total expenses for the event were kept to a minimal \$55, showcasing the cost-effectiveness of the project.

**Profit:** The net profit for the event was \$2,908, resulting in a profit margin of 1.86%, making this one of the most financially successful fundraisers for the Rotary Club.

## Marketing and Promotion

### Strategies Used

#### Print Flyers

**PAINT DISPOSAL**  
*safe, convenient, and for a good cause*

Rotary  
Erie Colorado

**Free Paint Recycling Event**  
Sat, August 17, 2024, 9:00 - 1:00  
615 Evans St, Erie, CO 80516, USA

**Accepted**  
Latex Paint (acrylic)  
Oil Paint (alkyd)  
Stains & shellacs  
Lacquers, sealers, varnishes  
Ureethanes & textured coatings  
5-gallon or smaller containers

**Not Accepted**  
Aerosol (spray) paint  
paint thinner  
solvents & cleaning agents  
Drywall mud, roof tar, etc.  
Hazardous waste

#### Social Media



Rotary Club of Erie Colorado  
August 15 at 1:33 PM · 🌐

📍 **Paint Reclamation Event: A Safe and Environmentally Conscious Way to Dispose of Your Used Paint!** 📍

Got used paint sitting around? Don't let it go to waste or harm the environment. Join us at our Rotary Paint Reclamation Event and do your part for a greener future!

📅 **Date:** August 24, 2024  
📍 **Location:** Cavalry Bible Church

Registration - <https://circular.eco/event/Erie81424>


Bring your used paint and we'll take care of the rest—safely, responsibly, and with the environment in mind. This is a fantastic opportunity to declutter your space while contributing to a sustainable cause.

**Why Participate?**

- **Safe Disposal:** We ensure your paint is handled and disposed of in an eco-friendly manner.
- **Environmentally Conscious:** Reduce waste and prevent harmful chemicals from entering our ecosystem.
- **Community Impact:** Support Rotary's ongoing efforts to promote sustainability and environmental stewardship.

Let's work together to make our community a cleaner, greener place. Spread the word and bring your used paint to our event. Every little bit helps!

#RotaryClub #PaintReclamation #EcoFriendly #Sustainability #CommunityImpact



CIRCULAR.ECO  
Free Paint Recycling Event in Erie CO. Aug. 17th - Sat, August 17, 2024 9:00 AM - 1:00 PM MDT

**Community Engagement:** The event was primarily promoted through word-of-mouth, social media, and local community networks. The simplicity of the event's concept made it easy for community members to understand and participate.

## Budget Details

- Total Income: \$2,963.00
- Total Expenses: \$55.00
- Net Profit: \$2,908.00
- Profit Margin: 1.86%

**Low-Cost Operations:** By keeping expenses extremely low, the event maximized its profit margin, ensuring that the majority of the funds raised could be directed toward the Rotary's community projects.

# Feedback, Fallout, and Challenges

## Keep:

**Streamlined Operations:** The event was very efficient, with low expenses and high profitability. Continuing this streamlined approach will be key to maintaining the event's success.

**Involvement of Children:** The use of children to collect donations was well-received and effective, adding a personal touch to the fundraiser and encouraging community generosity.

## Stop:

**Low Volunteer Effort:** Few volunteers signed up for the event.

**Excess Volunteers:** Having too many volunteers, particularly from 9:00 AM to 11:00 AM, led to inefficiencies, with 4-5 volunteers being underutilized. Future events should aim to have fewer volunteers, on shorter shifts, to prevent overcrowding and ensure everyone is actively engaged.

## Start:

**Rotary Handouts:** There is an opportunity to enhance the Rotary's visibility by providing flyers and handouts about the organization and its upcoming events. This would improve community engagement and help attract more participants to future Rotary activities.

## Conclusion

The 2024 Paint Reclamation Project was a resounding success, both financially and operationally. The event demonstrated the power of streamlined coordination, low-cost operations, and effective community engagement. By continuing to refine volunteer management and increasing promotional efforts, the Rotary Club can build on this success and further enhance the impact of future fundraisers. The strong profit margin and overall positive feedback from this event highlight the potential for continued growth and community involvement in the Rotary's initiatives.

# Appendix: CHECKLIST FOR PAINT RECLAMATION PROJECT

- Setup Time: 8:30 AM
- Event Time: 9:00 AM - 11:00 AM
- Volunteers Needed: 4-5 active volunteers during the event; consider reducing numbers for better efficiency.
- Donation Collection: Engage children to assist with donations, as this was effective in the past.
- Promotional Materials: Prepare Rotary flyers and handouts for distribution during the event.
- Cleanup Time: 2:00 PM onwards, ensuring all materials are properly disposed of and the area is left clean.