



California Rotary License Plates - RLP  
**THE RACE IS ON...**

**Club Presentation**

Let me start off by saying that this project has been 3 years in the works! Collecting these applications is really the EASIEST part! Before we could get our bill AB1129 in action, we had to get our bill approved by the California State Assembly and Senate, and signed by Governor Gray Davis. That's when we hit a BRICK wall! There was a standing MORATORIUM in place prohibiting the issuance of any more special interest license plates. That's when 7655 names and addresses of Rotarians, interested in having this legislation in place, were gathered. That was EXACTLY what was needed to show the Senate Transportation Committee Rotary's true interest and got the moratorium lifted. Shortly after that, the Senate Floor passed the bill, and on Sept 8, Governor Gary Davis signed our bill.

NOTHING could be done to PUBLICIZE this RLP until January 1, 2001...that's when our bill became effective. To keep everyone informed as to our progress, that's also when our WEBSITE was born.

Before anything more is said, let me answer the FIRST question that comes into EVERYONE'S mind when the RLP project is brought up. I'm sure it's in the minds of EVERY SINGLE one of you here. That question is..."What's in this project for me and/or for my club?"

That answer is very easy....besides the added exposure to Rotary...this project will bring DOLLARS back to your club to do more community service.

Here's how....when someone buys a Sequential Plate...MLW123, it costs \$75. the DMV takes \$25 for their costs to make the plate, Rotary is returned \$50.

The next year when you renew your plate, the cost is \$40...DMV takes \$14, Rotary gets \$26.

That's how when we turn in our first 7500 applications, we will receive a check in the \$300,000 range. This is where your CLUB makes its decision. If you turn in

20 applications, you will receive about	\$ 800
50	\$2,000
100	\$4,000
150	\$6,000

Remember, one DOES NOT have to be a Rotarian to purchase a RLP. My husband, who has about 10 company trucks, is submitting applications for ALL of his trucks. This is to remind you that your motorcycle, trailer, truck, car, or company vehicles CAN HAVE our RLP's.

Think about your mom, your sister, your brother and your friends. If they respect the work that Rotary does, they will want to see Rotary's work continued, and they will want to submit their applications.

This is a person's way of doing community service, through Rotary, without being a Rotarian. This project will DEFINITELY give Rotary more exposure and HELP us introduce Rotary to more people, thereby, helping us BRING in more members! This is EXACTLY what RI President Rick King is promoting this year! MANKIND is our BUSINESS.

Rotarians ask..."Where do these dollars go that 'Rotary' receives back?" Rotary International states that this is a California project and the \$\$\$\$ should stay in California. The CLUBS decide how the dollars should be spent....locally, domestically (within the USA), or internationally. If a club wants to put these

dollars toward the RI Foundation...that is terrific! These dollars are to be used to further community service activities. EVERY YEAR these dollars must not be spent the same way. This year...perhaps they would cover your club's RYLA expenses. Next year...perhaps a senior citizen project. The following year, maybe your club has a Matching Grant project which needs additional funding.

The CLUB decides. If your club submits the applications, your club will receive the dollars, and YOUR CLUB will decide where the dollars should be spent.

If a club submits NO applications, they will receive NONE of these \$\$\$\$\$. They will NOT have an ongoing, yearly FUNDRAISER.

That is why our website: [ca-rotarylicenseplates.org](http://ca-rotarylicenseplates.org) is set up the way it is...EVERY district in California is listed with EVERY CLUB and that club's membership numbers. As EACH application is received, the applicant's name, club and district are posted on our website. This will help us determine HOW the initial \$300,000 is split. Does YOUR CLUB want part of this \$300,000? We will know by the number of applications that are submitted.

There is an URGENCY to this project. The state has given us a LIMITED amount of time to submit these first 7500 applications. If we do not have our 7500 applications submitted by Dec 31, 2002....we LOSE this opportunity!

And, that's why Maggie Wilhelm has taken this year off from her work to visit clubs and EDUCATE its members.

Just so you can have some numbers to relate to....and to give you some more motivation....LOOK at these numbers:

About 5 years ago, both the Firefighters and the Tahoe plates were started. They both had a minimum requirement of 5000 applications to submit. Rotary must submit 7500 applications.

5000	Firefighters	Tahoe	Rotary (7500)
1st year	\$119,000	\$294,000	\$300,000
2 years ago	\$238,000	\$675,000	\$300,000+
last year	\$251,000	\$738,000	How high can Rotary go?

Yes, there is a big difference in the dollars the Firefighters receive compared with the Tahoe plates. This is why. The Firefighters plates can only be bought by a VERY select group of Firemen. The Tahoe plates can be bought by everyone. JUST THINK, of how high OUR Rotary dollars can go.

You know, a few months ago, Steve Wozniak's associate told us to "THINK of the NUMBERS."  
..."WHAT numbers?"

He stated that if California really gets on a roll, reaches its 7500 mark....it will soon be at the 10,000 mark. At that time, Rotary will receive about \$500,000 (half a million Dollars!).

If FIVE states decide to follow in Rotary's footsteps, that would bring the total to \$2.5m. Multiply that times 10 to cover all the 50 states, and that would mean \$25 MILLION dollars returned to Rotary EACH YEAR to do more community service.

When thinking of the "LONG TERM" goal of this project, THOSE are the numbers I encourage you to think of!

As a matter of fact....we now have 17 states following in our footsteps. Because of the advice that Maggie Wilhelm can give them, through her YEARS of RLP experience, they are learning and progressing at lightning speed! One state.....North Carolina is even re-writing their ordinance so that their EXISTING Rotary License Plates is also a FUNDRAISER like ours. FIVE Countries, New Zealand, the Phillippines, India, Pakistan and Mexico have also contacted the RLP Team to ask for guidance.

When someone SEES a GOOD project, they TOO want a part of it. YOU make the decision.

If you EVER have ANY questions, please contact any of our RLP team members or YOUR Club Representative. We are now in the process of establishing CLUB Reps to keep the clubs updated on this project. This is so EVERY club member does not have to continually check up on our website. If EVERY club has a representative, we can keep him updated as to the progress, the problems, the needs, the successes, the numbers, etc....and he in return, can keep the club updated.

In closing, I'd like to explain to you 3 things that come up regularly regarding the submission of our applications:

- 1) The plate can only have 2-6 letters/numbers...the Rotary Emblem is in the first spot.
- 2) Some of the clubs have decided to welcome their NEW members with a RLP application in their "welcome" packets. This immediately shows the new member that they are accepted and welcome into our Rotary Family, and that we want them to feel a part.
- 3) If someone asks if they can pay by CREDIT CARD, the answer is YES. On the bottom of the application form, just include which card (VISA or MC), the card number, and it's expiration date.

Also, the CHECKS will be cashed, but the CREDIT CARD payments won't be submitted until we are ready to turn in our 7500 applications. Your RLP Club representative will be able to let you know WHEN we are approaching that time.

If ANY of you can HELP in any way, let the RLP team know. This project will only be successful if EVERY Rotarian helps.

Keep REMEMBERING...we MUST submit our first 7500 applications by the deadline to have any of the Rotary license plates made and to receive our first \$300,000 check.

We need YOUR help NOW. Go to our RLP website, print out YOUR application, fill it out, and get it mailed in immediately. If you can't obtain your own application, ask your CLUB representative for help. Then, make sure your club members, your family and your friends are all aware of this tremendous opportunity to bring more dollars to California for further community service projects. YOU can help THEM in submitting THEIR applications.

This is the time that YOU decide how many of these RLP dollars YOUR club wants.