



# START A FLAG PROGRAM

## Summary

A Holiday flag program is a wonderful way to bring a community together to honor our Nation and Veterans while raising funds for our various charitable contributions. With any successful project, planning, organization, and working with the right tools are critical to its success.

This paper defines the necessary software, hardware and volunteers needed to achieve success.

## Volunteers

There are several types of volunteers you'll need for a successful program.

1. **Flag Program Administrator (5-10 hours)**  
Responsible for the overall Flag Program. Time commitment for a startup program would be more than once the program is running. If set up and organized correctly, expect to spend about 5 – 10 hours per month on the program
  - a. Manage Subscribers, Subscription Renewals, Flag Delivery, and Volunteers
2. **Delivery Manager (2 – 4 hours per Holiday)**  
Responsible for the delivery of Flags
  - a. Depending on how many flags delivered, a club may need one or many managers to coordinate delivery.
3. **Volunteers (2-3 hours per Holiday)**  
Responsible for putting flags in the ground and picking them up after a holiday and other tasks related to flag delivery. There can be many types of volunteers. A club can have paid volunteers such as Boy Scouts, Girl Scouts, or other non-profit organizations that want to earn more money for their programs. The current rate is \$2.00 per flag per holiday.
  - a. **Paid Delivery Volunteers**
  - b. **Un-paid Delivery Volunteers**
  - c. **Flag Setup Volunteer:** Put Flags and Poles together, Drill PVC Sleeves in the ground
4. **Treasurer (1 hour per month if using HWF (Helping with Flags) Software)**  
Responsible for tracking and depositing funds from the Flag Program

## Flag Program Management Software

All flag programs need to track their subscribers, volunteers, delivery routes, etc. For many years this was carried out using an old school excel spreadsheet and a very dedicated Excel Guru. This method is exceptionally time consuming and difficult to train or pass on to the next inline management. The replacement for this manual tracking is **Helpingwithflags.com** Flag Management Software. This software manages all aspects of a Flag program from Subscribers to Renewals, to Delivery, and Payment Tracking along with many other automated time savings tasks.

Review the software here: <https://helpingwithflags.com> or call Bill Baxter at 469-525-1563



# START A FLAG PROGRAM

## HARDWARE

There are several things to consider when ramping up a Flag Program

### 1. Storage Area for Flags

- a. Shipping Container or empty mall retail area, or Retail storage room 5X10

### 2. Flags

There are two separate parts to this. 1. Buy 3x5 USA Flags, 2. Buy Galvanized Poles. Attach the Flags to the poles using washers and screws itemized below

#### a. Purchase USA Flags

- i. **Imported Flags:** <https://www.onlinestores.com/search-results/?q=usa35skp%20american%203ft%20x%205ft%20flag%20super%20knit%20polyester%20with%20grommets>
- ii. **Made in USA Flags:** [https://www.onlinestores.com/supertough-american-flags.html?bc\\_fsnf=1&Country+Of+Origin=United+States](https://www.onlinestores.com/supertough-american-flags.html?bc_fsnf=1&Country+Of+Origin=United+States)

#### b. Purchase Poles

- i. Home Depot (Steel Galvanized 10' X 3/4")

#### c. Purchase Screws and Washers

- i. Home Depot, Lowes, or Elliott's Hardware

### 3. SET PVC Sleeves for Flags at each Flag Location

We typically will use a PVC Sleeve slightly bigger than the pole diameter. We'll cut the PVC into 14" sections, go to the flag location, drill a hole for the PVC Sleeve and hammer it into the ground. We will paint the curb with a spray paint, (just a 2" dot is fine) to be easily recognized by the delivery teams.

- a. **Corded Drill** with Generator (1/2" Heavy Duty Drill) or.....
  - b. **20v DeWalt Cordless Drill**
  - c. **Drill Bit** (1 1/4 " X 20")
  - d. Generator (1000 amps), goes with Corded Drill
  - e. Extension Cord for Drill, goes with Corded Drill
  - f. PVC (for inground sleeves)
  - g. Cut sleeves to 14"
4. Spray Paint (to mark where Sleeves are in homeowners' yard)
    - a. Choose color
  5. PVC Cutter (easy cutter), <https://www.homedepot.com/p/Husky-1-1-4-in-Ratcheting-PVC-Cutter-16PL0101-1/304217581>



# START A FLAG PROGRAM

## COST/PROFIT Matrix

	Flag Count		500	
Expense Item	Recurring	Equalizer	Annual	
Storage	\$ 150.00	\$ 12.00	\$ 1,800.00	
Flags	\$ 5.00	\$ 0.33	\$ 1.65	
Flag Poles	\$ 10.00	\$ 0.33	\$ 3.30	
Screws/Washers	\$ 1.00	\$ 0.33	\$ 0.33	
Scout Volunteers	\$ 2.00	5	\$ 5,000.00	
Flag Software	\$ 2.40	\$ 1.00	\$ 1,200.00	
<b>Expense Total</b>			<b>\$ 6,200.00</b>	
<b>Income Items</b>				
Flags	500	\$ 50.00	\$ 25,000.00	
<b>Income Total</b>			<b>\$ 25,000.00</b>	
<b>Fund Raising Profit</b>			<b>\$ 18,800.00</b>	

### Summary

A Flag program is a wonderful way of generating funds for your Rotary Club. It helps the community in so many ways, especially if using Scouts or other nonprofit organizations to help. A Flag Program is easy to run if using a software program such as [helpingwithflags.com](http://helpingwithflags.com) and it will make your Rotary Club visible across the city.

This Document was developed by [Helpingwithflags.com](http://Helpingwithflags.com) and the creator of the Flag Management Software, William Baxter. William Baxter is President of a non-profit in his home city, Fairview Texas. He's also a Rotarian and Administrator of a flag program with 900 Subscribers.

### Questions:

We're happy to help answer questions about our software or a flag program in general. We have exceptional ability using a wealth of knowledge of many Rotary Clubs using our software across the U.S.

**Mobile:** 469.525-1563

**Office:** 214-383-8012

[wbaxter@helpingwithflags.com](mailto:wbaxter@helpingwithflags.com)