

# Purple 4 Polio

## Rotary Club Briefing Crocus Buttonholes





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### Rotary Crocus Buttonholes



The Purple Rotary Crocus Buttonhole is a proven success story for both raising awareness of the Rotary End Polio Now campaign and raising funds. Since they were launched in Great Britain and Ireland in 2012, they are estimated to have raised around £1,000,000 and been distributed in 15 countries.

They are a really easy way for your club to reach out to the wider community to raise funds and awareness for End Polio Now whilst also raising the public profile of Rotary generally.

#### How it works

The fabric crocus buttonholes are offered to members of the public in return for a donation. By wearing the crocus they become instant walking adverts and trigger countless conversations about Rotary and End Polio Now. Each crocus comes with an information card which tells the story of Rotary's pivotal role in working for a polio free world. Encourage all your members to wear a crocus themselves and become walking adverts too!

#### What are the costs and how much can it raise?

The cost, including delivery, is around 40p per crocus. With an average donation of £1+, and by taking advantage of the Gates Foundation 2:1 matched donation scheme, each crocus could raise at least £3. That's nearly an 8 times return on investment!

The cost of a crate (which contains 10 street collection boxes each containing 100 crocus buttonholes) is £390 plus £10 for delivery.

If you require less than multiple of 1,000 buttonholes, then ask your District Foundation Chair if they can collate smaller orders to meet requirements.

#### How to use it

The crocus is ideal to support any polio activities you are doing in your local community at any time, what about using them when you are planting the purple crocus corms, around World Polio Day, Rotary Day, placing them in local shops, restaurants and hotels, businesses and schools? They come in specially designed boxes of 100 which are really eye catching and include a donation box within it.



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#### How to Order

Download the [order form](#), complete the information and return it either via email to [rotarycrocus@gmail.com](mailto:rotarycrocus@gmail.com) or by post to **David Price, Source It, 2a Southborough Road, Surbiton, Surrey, KT6 6JN.**

The deadline for orders is **Friday 28th April 2017**. No orders will be accepted after this time.

Invoices must be paid within 30 days.

Orders will be delivered in September 2017 in time for World Polio Day on 24th October 2017 and Rotary Day on 23rd February 2018.

#### More information

For more information visit [rotarycrocus.com](http://rotarycrocus.com). There you will find further resources for you, including a leaflet explaining the campaign for Rotarians, a leaflet for the manager of a venue where you are asking to place a fundraising box and flyers.

You can also join in the chatter on social media, by visiting the Rotary Crocus **Facebook** ([facebook.com/rotarycrocus](https://facebook.com/rotarycrocus)) and **Twitter** ([twitter.com/rotarycrocus](https://twitter.com/rotarycrocus)) pages.

Any other questions regarding the Rotary Crocus Buttonhole campaign should be directed to Rotarian Mike Parry - [mjparry111@hotmail.com](mailto:mjparry111@hotmail.com)

