

# Purple 4 Polio

Rotary Club Briefing

Purple Pinkie Day



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### *Promoting Purple Pinkie Day*



Promoting a Purple Pinkie Day in your club, the Rotary family locally, and most importantly your local community is a really simple and cost effective way to raise awareness and funds for the Rotary End Polio Now campaign and Purple4Polio.

#### **What is a Purple Pinkie?**

When immunising literally millions of children against polio in a single day across an entire country the only way you can possibly identify which children have received their vaccine is by painting the end of their little finger on their left hand with purple dye - hence Purple Pinkie

#### **What is a Purple Pinkie Day?**

A day that your club promotes within your local community to dress down, dress up, purple cake sale, purple clothing day, purple nails - or anything else purple - to raise the profile of the Rotary End Polio Now campaign generally following the Purple4Polio theme.

#### **Step 1 - Visit the [rotarygbi.org](http://rotarygbi.org) website**

There you will be able to download a **Purple Pinkie Day poster**, **certificate of appreciation** and the **covering note** to send to schools, businesses, etc.

#### **Step 2 - Select a date**

Make sure it is convenient to your club and your local community. Remember to check it doesn't clash with any other high profile dress down days or similar.

#### **Step 3 - Update your mailing lists**

Make sure your mailing lists are up to date. This can include local businesses, schools, youth groups, residential homes, Chamber of Commerce members, etc.

This may be a postal mailing list or an electronic email list, or both. It really is worth making the effort to have as comprehensive and up to date list as possible. It can of course be used for other club activities in due course but do ensure you offer people the chance to be removed from your mailing list. If you don't already have such a list there are many sources you can use including members own personal knowledge, the yellow pages or online search engines.



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#### **Step 4 - Get your materials ready**

Arrange for the posters to be printed and distributed. They can be used for sending out the details of your Purple Pinkie Day by post with the covering note included and should also be spread far and wide in your local community to raise awareness of your Purple Pinkie Day.

Experience has shown that sending by both post and email about two weeks before the day is the most effective. The posters and covering note can be emailed out at no cost.

#### **Step 5 - Alert your local media**

Send the information of your event to your local media using our **regional press release template**, to ask for their help in promoting the Purple Pinkie Day. Remember to get in touch with the communications team at the **Rotary Support Centre** so we can share club events and be sure to keep your district Foundation and Public Image teams aware of what you're up to.

#### **Step 6 - Get social**

Use your club website and social media pages to promote the Purple Pinkie Day.

#### **Step 7 - Engage your community**

Offer to go and talk to businesses, schools etc. before, during or after Purple Pinkie Day to tell them more about the Rotary End Polio Now campaign.

#### **Step 8 - What else is your club doing for your Purple Pinkie Day?**

Planning something purple-themed with your own club for the day itself and telling the local media can also help to raise the profile of your Purple Pinkie Day.

#### **Step 9 - Show your appreciation**

When monies are received ensure thanks are given by using the **Certificate of Appreciation** and tailoring each one to the donor organisation. These can either be printed and sent by post or can be emailed.

#### **Step 10 - Share your success**

Once all monies have been received contact your local media to say thank you to the public with the figure raised and share the news on your club website and social media pages with pictures from the day. You can then send off the monies to RFUK in the usual way making sure it is clear it is polio giving.

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

Costs will depend on whether you are doing postal or electronic mailings, but in reality the only very minimal real costs would be for posting and are:

- **Posters** - get a friendly local printer to support you and include them as a sponsor on the poster and on your website.
- **Envelopes and stamps** - get a friendly local firm to support you by franking all the envelopes and include them as a sponsor on the poster and the website.
- **Certificates of Appreciation**

The monies raised can be significant if you have a number of businesses and schools taking part and if you really capture their imagination.

#### **Benefits**

Not only is this one of the simplest fund raising tools it can also give you an opportunity to link with individuals and businesses you have not had contact with previously. This gives you a chance to tell the Rotary polio story and an opportunity to develop those contacts for your club activities and membership generally.

Use it to promote other events you are planning for Purple4Polio and invite people to make contact with your club and get involved.

#### **Questions**

Feel free to give Rotary in Great Britain and Ireland Polio Champion Jannine Birtwistle a call on 07781 450 725 or email on [paulandjannine@me.com](mailto:paulandjannine@me.com).

