

Purple 4 Polio

ROTARY CLUB BRIEFING

FILL YOUR PLATE
For Polio



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The Rotary Polio Story



The Rotary Polio Story is a compelling one with which we can engage our local community of all ages, local celebrities, polio survivors, disability groups, media and so much more.

Once engaged with Rotary through our inspiring Polio Story people are interested in finding out more about Rotary generally. They will want to know how they can get involved so let's work together and use this opportunity to the benefit of our polio fundraising and to our own club's advantage.

Working together and using Rotary Day on Saturday 23rd February 2019 and/or the weeks either side of it as a focus for the **Purple4Polio** campaign to help Rotary End Polio Now and forever we can really raise Rotary's profile.

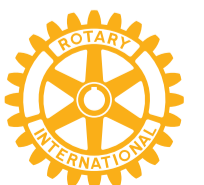
Make sure you tell stories in a fun and interesting way that brings to life your club projects locally and internationally. Use those stories to promote how they can get more involved with Rotary projects, and ultimately, become a member.

We would love every club across Rotary International in Great Britain & Ireland ('RotaryGBI') to consider getting involved.



For more information, please email Rotary in Great Britain and Ireland Polio Champion **Jannine Birtwistle**.

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The Priorities

Remember there are three main priorities for us as Rotarians to help End Polio now and forever:

1. **Raise funds** for Rotary End Polio Now
2. **Advocacy** generally, and in Great Britain and Ireland particularly with local and national politicians, including MPs and MEPs
3. Keep the **Rotary profile linked closely with the polio campaign** to ensure our pioneering role is recognised

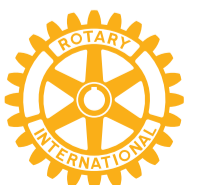
Regular events and media coverage, including social media, are great ways to help with all three of these priorities.

The more Rotarians, clubs and districts help Rotary meet these priorities the easier they all become - so here is our suggestion for Rotary Day on Saturday 23rd February 2019 and the weeks either side of it.



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Fill Your Plate for Polio Planning ideas



To mark Rotary Day 2019 we would love all clubs to consider holding a Fill Your Plate for Polio event.

Planning ideas

1. Work together with your club and district teams including your District Governor (DG), District Foundation Chairman (DRFC), District End Polio Now Champion (DEPNC), Membership, Public Image, Youth and the whole family of Rotary to make this a fun event for all.
2. Make sure you [register your event](#) (see below).
3. The ideas for a Fill Your Plate event are only limited by your imagination. Some possible examples could be: Pie and a Pint; normal club meeting; Barbecue in the snow; black tie purple ball, Prosecco and blueberries reception; fish and chips supper; tea and a purple cupcake; frugal meal; and anything else you can think of.
4. Consider using the colour purple somewhere in your event to link **Purple4Polio** campaign to End Polio now and forever. Some ideas for using purple:
 - Wrap raffle prizes in purple paper
 - Hold a Name the Bear competition with [Rotary Polio Bear](#)
 - Use the delicious [Purple4Polio ice cream](#) at your event
 - Include other purple food or drink on your menu
 - Use purple napkins, flowers or decorations such as purple balloons (End Polio Now branded ones are available through the [End Polio Now Guernsey Shop](#) where all profits go to End Polio Now).
 - Incorporate purple lighting into your room
 - Paint your little finger on your left hand with purple nail varnish
 - Ask people to wear purple clothing
5. Consider using an inspirational speaker or speakers who can share a personal story of polio, such as a polio survivor, Rotarian who has participated in a National Immunisation Day or someone who has been connected with polio in some way.



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Fill Your Plate for Polio Planning ideas



6. Look at all the supporting materials available electronically and get them printed locally.

- [Two sided event fundraising poster](#)
- [A3 information poster](#) (this can also be used as a placemat for your meal!)
- [A5 invitation](#)
- [Table name cards](#)
- [Fundraising tin label](#)

7. Publicise the event in advance using the materials in item 6 above and the suggested [pre-event media release](#).

8. Use [#Purple4Polio](#), [#EndPolio](#) and [#PeopleOfAction](#) hashtags in your social media posts to enable people, including the media, to quickly find the wealth of activities across the whole of Rotary GBI. You can use social media before, during and after your event. Don't forget to speak to your District Public Image and social media leaders to see how they can assist you. You can also download our [draft social media posts](#).

9. Invite local celebrities, politicians, MPs and MEPs, media contacts, polio survivors, disability groups, Chamber of Commerce members, medical professionals, teachers and your community at large. Use this as an opportunity to inspire them and keep the Rotary End Polio Now campaign high on their radar.

10. Ensure those involved are up to speed on the Rotary Polio Story. Visit the following for more information:

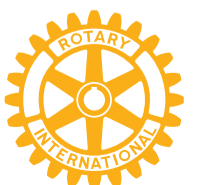
- [Polio Factsheet: The Basics](#)
- [End Polio Now website from Rotary International](#)
- [Global Polio Eradication Initiative website](#)

11. If you have video display facilities or are looking for some social media content to share or post, check out the variety of [short films available on polio](#), or download videos from the [People Of Action suite](#), which showcase Rotary projects, activities and flexible club innovations.



For more information, please email Rotary in Great Britain and Ireland Polio Champion [Jannine Birtwistle](#).

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Fill Your Plate for Polio Registration & events



Register your event

Please register your event [here](#) or by emailing the RotaryGBI Polio Champion [Jannine Birtwistle](#).

A map of all the Fill Your Plate for Polio events across RotaryGBI will be available [here](#).

You will receive an email acknowledgement of your registration.

You will be contacted by email after the event to ask how much was raised, and to send through high resolution photos with captions and any media coverage.

This is a campaign specific to RotaryGBI and does not in any way impact on your plans and activities to continue supporting World's Greatest Meal (WGM) for our End Polio Now Campaign. Please DO NOT register your Fill Your Plate events with WGM as we will be passing on all the info to them for you for inclusion in their figures.

Get your community involved

Use your own Fill Your Plate for Polio event to inspire Rotary members and non-members across your community to organise their own events. These can be small events in their own homes.

A separate Fill Your Plate for Polio [Planning Guide for non-Rotarians](#) is available.



For more information, please email Rotary in Great Britain and Ireland Polio Champion [Jannine Birtwistle](#).

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Fill Your Plate for Polio After the event

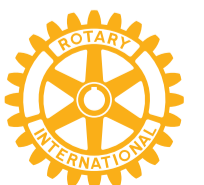


1. Use the **post event press release template** to tell the story of your event and include funds raised, action photos and any useful quotes / amusing stories.
2. Reply to the email you will receive asking for funds raised, photos and media coverage.
3. Follow up with any new contacts you made to build future relationships
 - People interested in joining Rotary
 - People interested in getting involved with future events or projects
 - Media outlets who covered your story to inspire them with more stories about Rotary locally and internationally
 - Schools, businesses or community groups who got involved to see how you can work together in the future



For more information, please email Rotary in Great Britain and Ireland Polio Champion **Jannine Birtwistle**.

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Fill Your Plate for Polio Build on the success



1. Make sure you are prepared with **press releases**, social media stories and **signage** for the Purple crocuses about to bloom in your area. Make sure as many people know why they are there, what they represent and that this is all about the Rotary Polio Story.
2. Continue to involve the whole Rotary family and all committees including Public Image and Membership in your club and district related polio activities so together we can build on the success of World Polio Day 2018, Rotary Day 2019 and all your club's polio related activities.
3. Start thinking about **Purple** Crocus Corms for 2019 planting and how you could engage with your community across all faiths and cultures to bring a new dimension to the community involvement. Details for 2019 corm orders will be available in early 2019.
4. **Purple** Crocus buttonholes are a tremendous fund and awareness raising tool that can be used all year round. Unfortunately, we have still not received sufficient orders from clubs and districts to have a further supply of these fabulous purple buttonholes manufactured. We are keen to get one placed as soon as possible as there is a lead in time of about four months from placing the order to them arriving here in RotaryGBI. We need your help to make this happen so please talk to your DRFC who may be collating orders for your district or if they are not doing so then follow this **link** to access the order form directly yourself.
5. Register for the **Rotary Showcase event** at Nottingham 10th - 12th May 2019 and particularly for the inspiring "Polio through the eyes of a survivor" event on the Saturday afternoon.
6. In early 2019, a Rotary Club Briefing will be coming out with a range of ideas for using Rotary Polio Bear to engage with your community. Start thinking about Teddy Bear Picnics, Teddy Bear Trails, Teddy Bear Parachute Jumps or Zip Line rides and Name the Bear competitions. Please email RotaryGBI Polio Champion **Jannine Birtwistle** with any ideas you have about how the Bears can be used to raise awareness and funds to help End Polio Now and forever
7. Email **Jannine** with any ideas or suggestions for future **Purple4Polio** activities.



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