

Purple 4 Polio

ROTARY CLUB BRIEFING



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The Rotary Polio Story

1,240
CHALLENGE
GET MOVING
TO END POLIO

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 your own club's advantage.

Working together and using this new sponsored activity you can get your whole community involved in a wide range of activities that either you organise or they do themselves. It can be a focus for the **Purple4Polio** campaign to help Rotary End Polio Now and forever we can really raise Rotary's profile.

The Get Moving to End Polio activities your club does, and which you encourage the whole of your community to get involved with, can run any time or time period between 24th October (World Polio Day) and 3rd May (last day of Volunteer Expo at the NEC, Birmingham).

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.

If you have any ideas or queries please contact the [RotaryGBI Polio Champion Jannine Birtwistle](#).

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 - our annual goal here in RotaryGBI is to raise at least \$55 per capita each Rotary year
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 a fun way for your entire club and community to Get Moving to End Polio.



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What is it about?

Unless and until we finish the job and the whole world is entirely free of the tenacious poliovirus, children everywhere are at risk.

Over 400 million children in up to 60 countries have to receive multiple doses of the polio vaccine annually with around 2 billion doses being administered.

If we ease up on our work now it is estimated there will be at least 200,000 cases annually all over the world within 10 years.

As of September 2019, the only two countries where there are still new cases of wild poliovirus are Afghanistan and Pakistan.

The length of the border between Afghanistan and Pakistan is, in itself, politically sensitive. The distance used by the Global Polio Eradication Initiative and its members is "more than 1,240 miles".

The idea is to incorporate the number 1,240 in some way into your Get Moving to End Polio plans. That could be a darts, scrabble or card game score, the number of rows knitted, the number of steps walked up and down each day or metres swam, and so on.

We are mindful of all the other interests and competing fundraising demands there are on people both within Rotary and in the wider community. The fight for a polio free world is one which every citizen of the world can get involved in and make a difference as only together can we end polio.

Whilst we would encourage the sponsorship to be 100% for Rotary's End Polio Now campaign we have no problem if participants want to split it 50/50 between polio and another registered charity of their choice.

This will also be something that can help you get other charities and organisations in your local area involved and it can be a win-win for everyone involved at an individual, club and/or group level.

It can be used to promote other activities your club gets involved with such as training for the Rotary Ride for prostate cancer on or around Father's Day weekend.

We will be giving you access to real life stories from Rotarians, health workers and others involved in the work for a polio free world in Afghanistan and Pakistan.

Please reach out to people with connections to Afghanistan and Pakistan particularly in your community as well as the wider community generally.



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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. As well as planning your own event(s) also agree how you can get your community involved, not just with your plan(s) but also inspire them to organise an activity or do their own personal challenge.
3. Get Moving to End Polio can be done by individuals, groups, relay teams or clubs, it can be on a single day, over a period of time, as part of other activities, whatever you want.
4. Make sure you [register your event](#) (see below).
5. The ideas for a Get Moving to End Polio activity are only limited by your imagination. Don't just think physical activity but how you can be fully inclusive and get people of all abilities and groups involved, people who love knitting, playing scrabble, throwing darts - absolutely anything - and remember to have the number 1240 feature somewhere in it.
6. Consider using the colour purple somewhere in your event to link **Purple4Polio** campaign to End Polio now and forever. Some ideas for using purple:
 - Ask people to wear something **purple**
 - Encourage every participant to wear a **purple** crocus buttonhole
 - Use the delicious **Purple4Polio** ice cream at your event
 - Run a Name the Bear competition over the period from 24th October - 3rd May 2020 and aim for 1,240 entries
 - Run a 'Spot the Poliovirus competition' and use the map of Afghanistan and Pakistan with pins for people to pinpoint the virus and aim for 1,240 entries
 - Aim to paint 1,240 **purple** pinkies (the little finger on the left hand with **purple** nail varnish)
 - Hold a cake sale with **purple** cupcakes, purple drinks or **purple** fruit such as blueberries
 - Incorporate purple lighting and/or decoration in venues where activities are taking place
 - Organise a raffle and sell more than 1240 tickets and have all the prizes wrapped in **purple** or with **purple** bows
 - Get local companies and businesses involved who have **purple** in their logo, name, etc. You may also be able to talk to them about sponsoring event(s) for Get Moving to End Polio or other polio activities such as Fill Your Plate for Polio around Rotary Day 23rd February 2020



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7. 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.

8. Look at all the [supporting materials available electronically](#) and get them printed locally, including:

- [Logo](#)
- [Collection tin thank you labels](#)
- [Invite](#)
- [Invite poster](#)
- [Name cards](#)
- [A3 information sheet](#) (these can also be used as a placemat for table-based activities)
- [Public Planning Ideas](#)
- Use the [sponsorship forms](#) for participants to get sponsorship and donations money and/or event, individual or group-specific [Virgin Money Giving](#) pages can be set up

9. Publicise the event in advance using the materials in item 8 above and the suggested [press releases template pack](#).

10. 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 RotaryGBI. 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](#)
- [Social media hints](#)

11. 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.

12. 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](#)

13. 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.



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Registration and Events

Register your event

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

A map of all the 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.

Get your entire community involved

Use the Get Moving to End Polio activity to inspire the whole of your club, the family of Rotary and your entire community to step up and get involved. They can join in with your planned event/s, organise their own, or set their own personal challenge and get sponsorship.

A separate Get Moving to End Polio [Planning Ideas for the Public](#) is available.

After the event

1. All sponsorship monies should be [submitted to Rotary](#), either by cheque, online or through Virgin Money Giving.
 2. Use the [post event press release template](#) to tell the story of your event and include funds raised, action photos and any useful quotes or amusing stories.
 3. Reply to the email you will receive asking for funds raised, photos and media coverage.
 4. Follow up with any new contacts you made to build future relationships. Use this opportunity to encourage them to get involved with Get Moving to End Polio again next year and with Fill Your Plate for Polio around Rotary Day 23rd February 2020 and the weeks either side of it.
- 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
 - Community groups that you have not previously worked with to explore what new opportunities your relationship with each other can bring



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Suggested polio activities

1. See the [Suggested Polio Activities](#) document for a range of ideas across this Rotary year and beyond. Most of these activities will be repeated annually to help with your planning and to enable you to build on the success of what you have already achieved and what you will achieve this Rotary year.
2. The Get Moving to End Polio and Fill Your Plate for Polio suggested activities are the two major fundraising initiatives. Please use them to reach out new parts of your community as well as building on existing contacts and relationships.
3. Make sure that whatever you do, use the [suggested press releases](#) which you can tailor to your activity, [social media posts](#) and the [social media hints and tips](#). There is often more than one opportunity linked to a polio related activity to raise public awareness e.g. seeking sponsorship for and/or encouraging non-Rotary groups to place orders for crocus corms each year, when the crocus corms are planted and when they bloom (don't forget [signage](#)).
4. Continue to involve the whole Rotary family and all teams/committees including Public Image, Membership, Youth and International in your club and district related polio activities.
5. Use any and all your polio related activities to think multi-faith, multi-cultural, all abilities and fully inclusive in every way. Only together can we end polio and the Rotary Polio Story really can bring everyone together
6. See the [Info Sheet Request for Involvement and/or Sponsorship](#) document (please note this an example for World Polio Day) to help you reach out to your community.
7. If you are seeking sponsorship to cover part or all of your costs for any of your polio-related activities please see the [Sponsorship Requests Guidelines](#).
8. Ensure any and all your Polio related activities are registered using the [online form](#) or email Rotary GBI Polio Champion [Jannine Birtwistle](#) so they can be added to the map on the [Purple4Polio](#) page on the [rotarygbi.org website](#).



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