

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 annual opportunity around Rotary Day to the benefit of our Polio fund raising and to your own club's advantage.

Working together and using Rotary Day on 23rd February 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.

The World's Greatest Meal team are fully supportive of this Fill Your Plate annual initiative around Rotary Day. They see it as a way of focusing efforts at a particular time of year. It does not interfere with any other planned World's Greatest Meal activities you or your club are organising in the rest of the Rotary year. The more clubs doing something similar at the same time the greater the impact in the media and across our communities in Great Britain and Ireland.

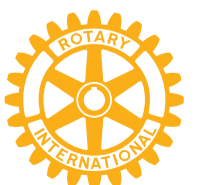
Make sure you tell stories in a fun and interesting way that brings to life your club projects locally and internationally. Use those stories to promote how they can get more involved with Rotary projects, and ultimately, become a member.

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 with a target of at least \$55 raised per Rotarian 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

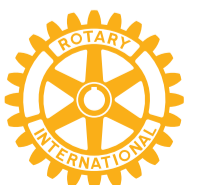
Regular events and media coverage, including social media, are great ways to help with all three of these priorities.

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



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Fill Your Plate for Polio Planning ideas



To mark Rotary Day each year 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:

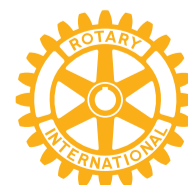
- [Polio Factsheet: The Basics](#)
- [End Polio Now website from Rotary International](#)
- [Global Polio Eradication Initiative website](#)

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](#).

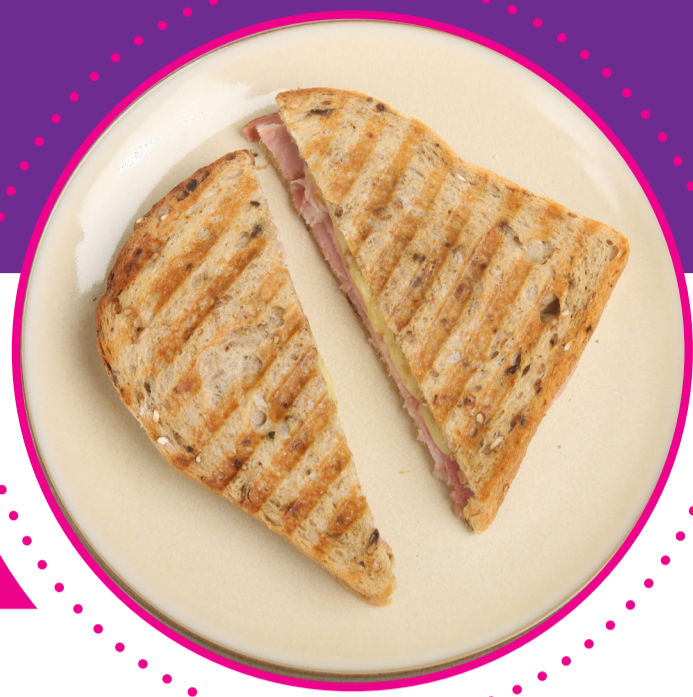
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Fill Your Plate for Polio Registration & events



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, or they may be inspired to plan something bigger.

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



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

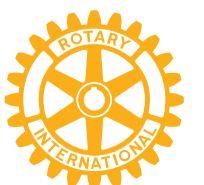


1. Use the [post event press release template](#) to tell the story of your event and include funds raised, action photos and any useful quotes / amusing stories.
2. Reply to the email you will receive asking for funds raised, photos and media coverage.
3. Follow up with any new contacts you made to 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 of Rotary and the Rotary family at club and district level including Public Image, Youth, Community and Membership. Working together and continuing with the **Purple4Polio** activities to raise funds for and awareness of the Rotary End Polio Now campaign we can build on the successes such as those around World Polio Day and Rotary Day and all your club's polio related activities.
3. Start thinking about **Purple** Crocus Corms orders in the spring ready for planting next Autumn. How can you develop existing relationships as well as getting new parts of your community involved? Look across all faiths, cultures, interest groups, community groups. Details for the spring orders for corms will be available early in the new calendar year.
4. **Purple** Crocus buttonholes are a tremendous fund and awareness raising tool that can be used all year round. If you don't already have your buttonholes speak to your DRFC to see if there are any available in the district. If not tell them how many boxes you want for future plans so they can start collating requests for any further bulk orders of buttonholes that will be placed with the manufacturer.
5. Register for **Volunteer Expo** so you can be inspired about other community groups you might get involved with, potential volunteers and new members and for ideas on engaging with the public around the Rotary Polio Story.
6. Take a look at the **Purple4Polio** section on both the **members** (login required) and the **public areas** on the rotarygbi.org website to get inspired on the variety of suggestions that you might use to maximise the power of the Rotary Polio Story and support Rotary's top humanitarian service priority. Watch out for updates in Members' Newsletters and from your District End Polio Now Champion and the rest of the district team.
7. Email **Jannine** with any ideas or suggestions for future **Purple4Polio** activities.



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