

World Polio Day – October 24



Are you planning a World Polio Day event?

World Polio Day on October 24 is an ideal time for your club to increase awareness and support for Rotary's polio eradication efforts. Get the message out to local media by using Rotary's sample news release and resources at <https://www.endpolio.org/world-polio-day>. These can be customized to reflect your club's involvement in PolioPlus.

Here are a few ideas for an event and/or fundraiser:

- **Purple Pinkie Day:** Millions of children in endemic countries know that a freshly painted purple pinkie means freedom from Polio. When local community members make a \$1.00 contribution to PolioPlus, Rotary volunteers mark their pinkies with the same purple mark.
- **Pennies for Polio:** a great way to involve non-Rotarians. Rotarians and their friends and families place coin-collection cans or boxes in local businesses, schools, and homes. All proceeds are combined and donated to PolioPlus. This could be combined with Purple Pinkie Day.
- **Community Booths:** Set-up booths around your community to provide information about Polio and to accept donations.
- **Raffles Big and Small:** Raffle off a car, a seven-night cruise or four tickets to a local event such as a sports game or a concert. Clubs can have a weekly raffle for local restaurants or area businesses.
- **Skip a Meal:** At your Rotary Club meeting, opt to skip the meal and donate the cost to PolioPlus.
- **Host a Rotary Night:** Arrange with your local sports clubs and host a Rotary Night at the game. Both major and minor league teams have pitched in to help Rotary "strike out Polio"
- **Organize a walk-a-thon, bike-a-thon or skate-a-thon:** Find Rotarians, Rotarian friends, athletic groups or other community members who want to participate and ask them to solicit pledges for miles or kilometers walked, pedalled or skated.
- **Plan a Special Event:** dinner, golf tournament, festival, picnic, wine tasting, dance, silent auction, sports competition are just a few suggestions that could draw participation from Rotarians and other members of the community.
- **Put on a low-cost dinner** but charge a higher price with proceeds to PolioPlus.
- **Organise** a Rotary event in association with a local sports team, with a portion of the [ticket price going to](#) PolioPlus and have a 50/50 draw.