**Pints for Polio**

**A Quick How-To**

1. Identify a couple of dates
2. Identify a location
3. Who do you plan to invite?
   1. How will you target them?
   2. How will you let people outside the club know about it?
4. Will you have any swag or goodies?
   1. Pint glasses?
   2. T-shirts?
   3. Food?
   4. Door prizes?
   5. Silent auction?
5. How will you pay for stuff?
   1. Ticket sales
   2. Corporate sponsors
   3. Individual donations
6. **Identify a couple dates**. Pick a couple dates that you would like to hold the event. You will have better availability at bars and restaurants if you pick a weekday and host a happy hour. Every establishment will have their own list of events, so you may have to fit PfP in between live music nights and bar trivia. November is Foundation month, so you could do something in November to help boost your Foundation giving as a club. October 24 is World Polio Day, so you could host an event around that time. Oktoberfest in Germany is mid- or late September and runs 16 to 18 days. Host your event then to coincide and pick up partiers.
7. **Identify a location.** A brewery is an obvious choice, but maybe your town does not have one. Pick a local restaurant. Maybe there is an empty building/warehouse that a real estate professional in your club is trying to sell. Host the party there. Can be anywhere. Identify a couple places you would like to work with and approach them, see if they are willing to work with you.

The way we have approached business in the past was to go have a drink at the establishment you would like to work with. Sit down and be a patron first. Maybe you already frequent a particular place. Perfect! Still, go sit down and order something. Ask to speak with a manager and let them know what you would like to do, and ask for a meeting to discuss the details further at another date. Perhaps that person has time right then and there. Great! Be prepared to talk. There is also nothing wrong with calling ahead and asking for a meeting without first visiting the establishment. I just personally like to go and show management I am a paying customer. And it’s a good excuse to try their beers.

1. **Who do you plan to invite?** Let the establishment know who might be showing up. And potentially how many people. If you plan for 200 and their bar only holds 50, that’s a problem. But also, know who you would like to target to invite to support your event. Obviously, your Rotarians. But what about your Rotaract Club? Other Rotary Clubs? Your neighbors? Your beer drinking pals?

Speaking of whom you would like to invite, how are you planning to invite them? We had a Pints for Polio webpage on our club’s website. Was super easy to set up, and you can take payments over the website. We blasted social media, visited other clubs to tell them about it, told our friends, etc. Your club doesn’t have a webpage? No problem. There are multiple self-service ticketing platforms out there that will give you a webpage and collect payments and give you a list of attendees you can check off at the door for you. These are not free, but service fees are generally minimal. They are all very easy to use. You can also do the old-fashioned cash at the door, too. Just a warning, not many people carry cash anymore,

1. **Will you have any swag or goodies?** Will you have pint glasses? Commemorative metal pint cup? T-shirts? Wrist bands with tickets on them? What are people going to get at your event? We have asked the breweries we worked with to order the glasses for us, and they get a better rate. Glasses get shipped to the establishment, and we just pay the invoice. Deep Ellum brewery even put their logo on the glasses along with the End Polio Now logo. Looked awesome! Most clubs already have a t-shirt person in their Rolodex.

Our San Antonio events would have ticket sales. Purchase a ticket for $2, 3 for $5 and you could win a prize. We had really cool stuff donated, nothing was cheap or crummy, and were items people would want. Other events have had silent auctions.

1. **How will you pay for stuff?** Ok, you know you want to have 100 people and you want to have t-shirts and pint glasses. Awesome. Who is going to pay for the t-shirt and pint glasses? And how much is everything going to cost you? Will a $25 ticket be profitable and make a sizeable donation to the Foundation? Corporate sponsors are huge when it comes to events like this. I have some corporate sponsor forms from prior events. I will make these available to you.

**Examples of Successful Pints for Polio Events**

1. Freetail Brewery in San Antonio let us use our own pint glasses. Whoever has a pint glass will get the reduced-price beer. Was something like $2 per beer if you had the pint glass. Anyone could buy a pint glass. We ordered snacks from the kitchen, munchies. People were welcome to order more food from the kitchen (pizzas, sandwiches). Had t-shirt, pint glass for $20 or $25.
2. Place in the hill country (Fredericksburg?) was owned by a Rotarian, so he donated the beer and I think pizzas (not sure). Tickets were $20.
3. Another place in the hill country (Wimberly?) was Rotary-friendly. He gave a good price on the beer and donated pizzas to the event. Tickets were $20. I think they only had pint glasses and no t-shirts.
4. The Greater Bend Rotary Club in Oregon has an entire pub crawl! They have multiple bars/restaurants that participate. From their website, “For $25 each participant gets a commemorative metal pint cup, a map of participating pubs, and a 6 oz taste of great beer at over 15 locations downtown, on Galveston Ave, and in the Box Factory area!” Check them out [HERE](file:///C:\Users\lisad\Downloads\greaterbendrotary.org\about-rotary\fund-raisers\pints-polio)
5. Deep Ellum just charged us a flat fee of $10 per person, which got each person 3 beers at the bar. Had to give the bartender tickets to get a beer. We had some food on the tables like a snack buffet that we paid for, but Deep Ellum very generously discounted the food for us. We had pint glasses, t-shirts and 3 beers and snacks for $30.
6. There have been Pints for Polio in San Antonio, Wimberly, Boerne, Fredericksburg, Brenham, Houston and Dallas. There is also a very popular pub crawl in Bend, OR that benefits polio. Every event is different, so there is no one way to do it.