

Rotary 
Zones 25B & 29

WORLD'S
LARGEST
POLIO WALK

WORLD'S LARGEST POLIO WALK

OCTOBER 24

END
POLIO
NOW



Provide a detailed description of your event here. In your description, give a reason why people should attend and what they can expect such as purpose, cost of the event, activities, and parking information. If it's a fundraiser, state how the funds will be used.

Share the Story...

WHY is your club collaborating with 11 states/ 2 countries/ over 1,000 clubs?

LOCATION:

address and/or virtual link here address and/or virtual link here

DATE: 24 OCT 2026 TIME:

10:00 AM CDT

Additional details: Contact information, a way to RSVP or ask questions club website or event website Use your own QR code that goes to your club website.



Rotary
District 6440



**WORLD'S
LARGEST
POLIO WALK**



The cover above is a Rotary Branded template your district, zone or club can CUSTOMIZE and use to promote our WORLDS LARGEST POLIO WALK. Our goal is to show and create COLLABORATION!

This event planner contains **ideas** you can use or brainstorm with. Our primary goal is to create awareness. Use our "day of" branding to promote a district wide collaboration.

There are links to both EndPolio Now, District 6440, Zone 25B & 29 and Rotary International Brand Centers.

Your Zone, District and Club Public Image teams stand ready to help you succeed!!



WLP WALK 2026 Campaign Timeline

April 24 → October 24 (World Polio Day Walkathon)

Think of this in 4 strategic phases:

1. Awareness
2. Engagement
3. Fundraising Acceleration
4. Countdown to Event

PHASE 1: FOUNDATION & AWARENESS

April 24 – May

Theme: “Why Polio Still Matters”

Club Actions:

- Kickoff at a Rotary meeting (official campaign launch)
- Show a short End Polio Now video
- Appoint a Polio Chair / Walk Captain
- Set club goals:
 - Fundraising target
 - Walker participation goal

Community Activities:

- Social media launch: “6 Months to End Polio Now”
- Secure walk location + permits
- Begin sponsor outreach (early commitments = credibility)

Signature Idea: “Purple Starts Here”

- Members wear purple one day/week
- Post photos with hashtag #EndPolioNow
- Use our World’s Largest Polio Walk brand on your outreach (see image below)



WLP WALK 2026 Campaign Timeline



PHASE 2: COMMUNITY ENGAGEMENT

June – July

Theme: “Bring the Community In”

Club Actions:

- Partner with:
 - Other orgs like Lions, Kiwanis, Chambers of Commerce
 - Schools & Scouts
 - Park districts
 - Fitness groups

Events to Host:

- Mini pop-up events:
 - Ice cream social (“Purple for Polio”)
 - Farmers market booth
 - 1-mile preview walk
 - July 4th Parades

Fundraising Soft Launch:

- Open team fundraising pages
- Start recruiting:
 - Corporate teams
 - Family teams
 - Interact/Rotaract teams

Signature Idea:

“Miles for a Cause Challenge”

- Clubs track miles walked in June/July
- Friendly competition between clubs



PHASE 3:
FUNDRAISING/AWARENESS
ACCELERATION
August – September
Theme: “Momentum & Money”

This is where you make your numbers if you are fundraising or creating awareness

Club Actions:

- Weekly updates at meetings
- Public leaderboard (clubs + teams)

High-Impact Fundraisers:

- Restaurant give-back nights
- Golf outing tie-in (perfect for your district)
- Raffle (experiences > cash)
- Corporate sponsorship push

Corporate Strategy:

- Offer:
 - Logo on shirts
 - Booth at walk
 - Speaking moment at event
 -

Signature Idea:

“Purple Week” (1st week in September)

- Entire community activation:
 - Businesses light up purple
 - Schools participate
 - Local media push



^**Purple Pinkie Promise**

This graphic is a representation of Rotary's promise to the children of the world to end polio for good. The tip of the pinkies are painted purple as a reference to children's pinkies being marked with a purple marker during immunization campaigns to show they have received the polio vaccine.

When to use

Use this graphic on **social media** and **promotional** materials to show your commitment to Rotary's promise to help bring about a world where no child has to fear being paralyzed by polio.

WLP WALK 2026
Campaign Timeline



**END
POLIO
NOW**

#endpolio

99.9%

#endpolio

WLP WALK 2026 Campaign Timeline

PHASE 4: COUNTDOWN & EVENT EXECUTION October 1 – October 24

Theme: “Show Up. Stand Up. End Polio.”

Final 3 Weeks:

- Daily or near-daily social posts
- Feature:
 - Survivor stories
 - Rotary impact stats
- Push last-minute registrations

Media Push:

- Press release to:
 - Local newspapers
 - Patch
 - Community newsletters
- Secure mayor/proclamation (templates provided)

Event Week:

- Confirm:
 - Volunteers
 - Sponsors
 - Signage
 - Check-in system

EVENT DAY: OCTOBER 24 Make It Feel BIG

Must-Haves:

- Purple everywhere (shirts, balloons, signage)
- Music / energy
- Opening remarks (short + powerful)
- Photo moments (VERY important for future growth)

Enhancements:

- Survivor speaker (if possible)
- Kids zone
- Sponsor booths
- “Walk of Impact” signage (facts along the route)



RESOURCES

Use Rotary branded materials to create flyers, posters, mailers, social media posts and more. You do not need to recreate the wheel - nor should you!

Rotary is a trademark + BRAND so let's use its graphics, photos, videos and templates to remain in compliance.

The sites have customizing features so you can add your club info. Reach out for assistance. End Polio Now has videos you can use for social media too.

Here are the websites for:

END POLIO NOW:

<https://www.endpolio.org/>

<https://www.endpolio.org/world-polio-day-resources>



ROTARY INTERNATIONAL:

<https://www.rotary.org>

ROTARY DISTRICT 6440 RESOURCES: <https://rotary6440.org/>

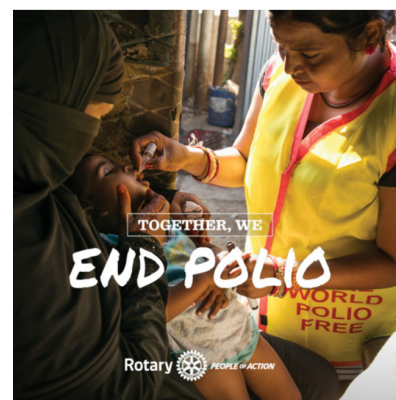
ROTARY ZONE 25B & 29: <https://zones25b-29.org/>

New to the Brand Center?

You'll find many resources to help you promote Rotary in your community and show the world that we're people of action.

If you're new to the Brand Center, start here:

<https://brandcenter.rotary.org/en-us/>





SHARE YOUR WHY

Build Awareness

Show people the face of Rotary:

- Share why YOU are in Rotary!
- This event gives us a chance to create awareness across communities and generations of people who want to be aligned with a humanitarian cause!
- The collaboration WILL engage and energize - your clubs and communities.
- Lets reach out to 43,000 Rotarians and encourage them to consider walking, running, riding across our Zone 25B & 29 in the WORLD'S LARGEST POLIO WALK!
- Create awareness of our End Polio Now Campaign - a global Rotary mission.
- Our Zones & Districts will help supply the branding, content that can be semi customised, but MUST use the event branding.
- All club must start at 10 AM CST for their World's Largest Polio Walk.
- Collaborate with clubs in your "neighborhood" to expand the face of Rotary as an inclusive, local and global organization!

