



Dear District Governor,

During the International Assembly, we announced that Rotary has pledged \$50 million annually for polio eradication, which the Bill & Melinda Gates Foundation will match 2-to-1. To reach this goal, we need every member's help.

You can be part of making history by:

- Encouraging every club in your district to set a minimum PolioPlus goal of \$1,500 in addition to their Annual Fund goals.
- [Contributing at least 20 percent of your available District Designated Funds to PolioPlus.](#) **Every \$1 of DDF contributed will be matched with \$1 from the World Fund beginning this year.** Districts that have committed 20 percent each year — from 1 July 2013 through the certification that polio is eradicated — will be recognized on the PolioPlus installation at Rotary International World Headquarters.
- [Building awareness and support for Rotary's work to end polio.](#) Use [the videos](#), infographics, and banners available in the End Polio Now Resource Center when you visit clubs in your district.
- Celebrating [World Polio Day](#) on 24 October. Ask your clubs to hold events and raise money to recognize our progress in the global fight to end polio.

Your regional [End Polio Now coordinator](#) can help you raise funds and build awareness for polio eradication. You can also get help from the [End Polio Now: Countdown to History Campaign Committee](#).

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No child should suffer from polio. Your leadership as district governor is more important than ever as we work toward our goal. Thank you for all you do to End Polio Now.

Sincerely,

Michael K. McGovern  
Chair, International PolioPlus Committee

John F. Germ  
Chair, End Polio Now: Countdown to  
History Campaign Committee