

September 4, 2017 – Message from Elizabeth de Groot, District Public Image Director

## **DISTRICT 7010 END POLIO NOW – Walk for Polio October 24th**

District Governor, Mike Kinsey, is very excited to have our district come together and walk on October 24, 2017, which is World Polio Day. Walk whenever, how far you want in your own community. Lots of ideas below for making your day a success!

Key reasons to participate:

- ✓ It's a public image campaign for Rotary
- ✓ It's a public image campaign for the End Polio Now program
- ✓ It's a fund raiser for the polio campaign. \$5.00 from every poncho going to the cause
- ✓ Great club social
- ✓ It is a membership drive if you bring a friend

We want to provide you with the resources to make this event a success in your own community.

**PONCHOS** – have been ordered at District. Each club can purchase a poncho for \$10.00. These ponchos are bright with a large ENDPOLIO now message. Please appoint one person in your club to order the ponchos and send the number required to Liz McInnis. **Deadline is September 15 to order.** Please also appoint a person from your club attending the district conference at the end of the month to pick up the ponchos.

**Foundation Chairs** – share this with your members or if you have time use a meeting to get members involved in the WALK and provide further information. If you need a speaker who has experienced administering the drops let us know!

Here is a link to the speech by Bill Gates pledging more and talking about our fight and the history of partnership with his Foundation. It is about 24 minutes long – a great way to educate and pump up Rotarians to participate in the Walk.

<https://www.youtube.com/watch?v=u62VhPZ4rZQ>

<https://www.facebook.com/rotary/videos/10156355214829552/>

Here is a link that gives a weekly update of where we are in our fight to ENDPOLIO. <http://polioeradication.org/polio-today/polio-now/this-week/>

**Secretary** – Please pass all this information on to your club's **public relations chair**.

Here are some hints for getting the word out.

- Template attached to send to all local media outlets
- Invite your mayor, local MPP (federal and provincial)
- Invite friends and family
- Order extra ponchos to have more people walk – use some of your club funds to promote the event
- Send a photo to the public image committee at the district
- Do joint club walks if your community has more than one club
- Send the photo to your local paper
- Order promotional posters from the Rotary Store - <https://shop.rotary.org/rotary-foundation>. Most foundation materials have zero cost and zero shipping and handling. Also have on hand at your club The Rotary Foundation (Canada) envelope to promote members to give on their own – easy to fill in for one time and ongoing donations instead of online. Samples of what you can order below.
- March with some buckets to collect coin?
- Plan a get together with members and paint pinkies purple and collect some funds to increase your club's efforts to raise funds

Here are your contacts:

Liz McInnis, District Polio Chair – [mcinnis@nt.net](mailto:mcinnis@nt.net)

Elizabeth de Groot, District Public Image Chair – [elizabeth.degroot@rbc.com](mailto:elizabeth.degroot@rbc.com)  
(don't forget to email me any coverage you are able to get so we can post it on Facebook)