

Purple Pinkie Day Handbook

Introduction

This guide will help your Rotary club hold a Purple Pinkie Day in your town. Every school is different so stay flexible!

Goal

Purple Pinkie Day raises funds and awareness for Rotary's polio prevention projects. PPD is traditionally held on October 24th. Rotarians work with schools to collect \$1 per student, which pays to have a child vaccinated in a developing country. We also try to educate our students about polio, and let them know that their contribution helps another child in the world. Each dollar raised is matched with \$2 from the Bill & Melinda Gates Foundation.

Purple Pinkie Day gets its name from the practice of temporarily marking a child's little finger with purple dye when they are vaccinated. When possible, you can also "stamp" a student to show that they have made a donation and thus made a difference in the world or give them a paper "hand" with a Purple Pinkie on it.

PPD styles

There is no one-size-fits-all when running a PPD project. Look on the Web and you will find that every club runs theirs differently. Work with your schools to find the right style.

Hands On

In the classic PPD, Rotarians come to the school, collect funds from the students, and mark the donors. You need a time during the day when you will see every student, such as lunch or in the morning when they enter the school. When a student gives, you can mark their pinkie. This style works well with middle school students who understand health topics.

Pro: This allows you to interact with the students and personally thank them for their contribution.

Con: Lower donations as students may not remember to bring the \$1, and more work for your club.

Hands Off

Your club provides donation envelopes to the school staff. They distribute them before PPD, then collect them afterwards. This style works well with lower grades where students may not normally carry money or understand the vaccination concept. Parents may take several weeks to return the envelopes, so be sure to check back with the school for several weeks afterwards.

Pros: Higher return as parents are part of the project. Fewer volunteers needed as the school does most of the work. Con: Less student involvement so the PPD message is diluted.

Student Run

A high school with an Interact, RYLA graduate, or service club can run a PPD on their own. Your Rotary club can provide posters to advertise the event, markers, and envelopes to collect the money, plus some modest supervision as this is a cash event.

Pros: Less work for your club, great project for Interact members. Cons: Potentially lower return.

Health Education

Suggest to the principal that PPD can be part of the health curriculum, run by the school nurse or teachers. This way students learn about vaccination and eradication of diseases. The nurse can help you run a better PPD. This style augments the Hands On and Hands Off ones.

Calendar

September: When school starts, get permission from the school district superintendent. Ask him to email the principals stating that this is an approved project.

Next, approach each principal with ideas of how to run a PPD but let her make the final choice. Help the school publicize the event. Talk with the school nurse if this will be part of the health education program. Get to know the school administrator as she will be key to coordinating everyone.

October: Line up your volunteers in early October and gather the materials.

November: When PPD is over, send a thank you note to all concerned people in the school system and let them know how much was raised and how this will help children around the world. Keep track of the amount collected from each school for a year-to-year comparison.

Materials

Here are some things you can provide to the schools.

In advance:

- Posters to advertise the event. Look on the web for examples. Ideally should include a picture of vaccinated children, the Rotary logo, date, and location.
- Collection envelopes. If you have a club member who works for a bank or credit union, see if they will donate deposit envelopes that you can then personalize with your club's mailing address.
Many returned envelopes are unsealed and can be reused the following year.
- Videos promoting PPD are on YouTube. Some schools may not have open internet access, so you will have to download the videos and burn to a DVD. Get a high school student's help.
- Let parents know about the event. The following can be put in the school email letter:
 - *Do you want to end polio in countries around the world? This disease can cripple someone for life, but can be stopped with a simple vaccine. Polio has been eliminated in countries around the world except Pakistan, Afghanistan, and Nigeria. [Your School] is partnering with the Rotary Club of [Your Club] to collect money to stop polio forever. Collection envelopes will be sent home on October ???. Feel free to have your child bring it back with a donation of \$1.*
Note that this is called Purple Pinkie Day as children who are vaccinated in third world countries have their pinkies painted purple to show who has been treated. Students around the world contribute to polio prevention every year on October 24th.
- Let the students know about the event. The following can be used for in-school announcements.
 - Purple Pinkie Day is coming! For just a one dollar donation you can help vaccinate a child against polio, and get your pinkie painted purple. So bring an extra buck to lunch on October 24th.

Day of event:

- Items to mark pinkies. These can be any non-permanent marker or stamp pads. Girls and boys like purple fingernail polish, though this can be slower to apply. In developing countries the vaccination projects use Gentian Violet dye. See if your local drug store will donate it. Test these materials beforehand to make sure they are dark enough, and to learn how to clean up afterwards.
- Purple balloons, flowers, and plastic tablecloths.
- Laptop or TV to play PPD videos
- Any purple clothing you can find in your closet.

Have a great fundraiser!