**RECIPE FOR A SUCCESSFUL PURPLE PINKIE DAY**

1. Find a high traffic location (grocery store, Wal-Mart, CVS etc.)

2. Send a press release to the local newspapers and radio stations about your event. Use a photo if possible showing the club president and the club “Purple Pinkie” chair with their pinkies marked in purple).

3. Have the local radio stations and cable TV stations run PSA’s about Purple Pinkie Day.

4. Schedule members to work 2 hour shifts with a minimum of 2 people per shift.

5. Have participants wear “Purple Pinkie” t-shirts, Rotary clothing and Rotary pins and decorate your setup with Rotary balloons.

6. Get your materials: table, cooler, poster, Rotary promotional literature, promotional literature for your club, purple magic markers (washable), pens, club banner. *(The significance of the cooler is that the polio vaccine is transported in a cooler because it must always be kept at the proper temperature).*

*7.* All workers should mark their Pinkies in Purple so those donating understand what the Purple Pinkie means. *(when a child receives the polio drops their Pinkie is marked in purple so the workers know who has been given the vaccine).*

8. Engage “customers” in conversation about Rotary & polio. Make this a family event by having your spouses, kids and grandkids work with you. Have them help spread the word. Encourage local youth organizations to participate with you.

9. Take photos and videos of the event and e-mail them to the PR Committee so they can be shared with the District.

10. Have a clipboard and a signup sheet on the table to get contact information from those wanting more information about Rotary, Polio Eradication and your club. Remember that this event is also a PR event and a membership event. Have a District Directory with you so interested parties can be shown when and where their local Rotary Club meets.

11. Donations can be made in cash or by check. Checks should be made out to “Rotary Foundation” with Polio in the memo.

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