



August 2018

Dear Club President,

The new Rotary year is in full swing, and we are so excited for you as you and your club address the important issues in your community and around the world in support of Rotary International's new vision statement:

"Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves."

First of all, we'd like to say a huge THANK YOU! Our 2017-2018 District Polio Plus efforts raised more than \$47,000! At least 20 clubs collaborated to hold enjoyable events at eight venues throughout the District, while additional clubs pledged money from their budget, and many individuals pledged through Rotary Direct. We are so grateful to everyone who participated or contributed!

As Immediate Past Chair and New Chair of the **District Polio Plus committee**, we want to draw your attention to 2018-2019 RI President Barry Rassin's request that each club hold an event to raise funds or increase your community's awareness of Rotary's work toward polio eradication. (See the 2018-2019 Presidential Citation Brochure at 900en 18-19_theme_citation_brochure.pdf)

- Our main goal for this year is to **raise at least \$60,000** for the END POLIO NOW campaign through a variety of year-round events in clubs throughout the District.
- Our secondary goal for these events is to **increase awareness** throughout the communities in our District of the importance of eradicating Polio globally.
- **Our key to success** lies in clubs **collaborating** together to maximize community exposure to the END POLIO NOW campaign, and to provide opportunities for citizens and communities in South Central Texas to be part of this global effort.

We have assembled this package of ideas, information and resources to inspire you to "unite and take action" all year long to END POLIO NOW.

In service,

Linda Cook
2017-2018 Chair
District Polio Plus Committee

Judy Hutcherson, PDG
2018-2019 Chair
District Polio Plus Committee

___ Attachments:

1. Rotary & Polio Fact Sheet
2. End Polio Now Resource Center
3. Ideas for Year-Round End Polio Now Events
4. Pints for Polio Planning



Rotary and polio

Polio

Poliomyelitis (polio) is a paralyzing and potentially fatal disease that still threatens children in some parts of the world. The poliovirus invades the nervous system and can cause total paralysis in a matter of hours. It can strike at any age but mainly affects children under five. Polio is incurable, but completely vaccine-preventable.

PolioPlus

In 1985, Rotary launched its [PolioPlus](#) program, the first initiative to tackle global polio eradication through the mass vaccination of children. Rotary has contributed more than \$1.7 billion and countless volunteer hours to immunize more than 2.5 billion children in 122 countries. In addition, Rotary's advocacy efforts have played a role in decisions by donor governments to contribute more than \$7.2 billion to the effort.

Global Polio Eradication Initiative

The [Global Polio Eradication Initiative](#), formed in 1988, is a public-private partnership that includes Rotary, the [World Health Organization](#), the [U.S. Centers for Disease Control and Prevention](#), [UNICEF](#), the Bill & Melinda Gates Foundation, and governments of the world. Rotary's focus is advocacy, fundraising, volunteer recruitment and awareness-building.

Polio Today

Today, there are only three countries that have never stopped transmission of the wild poliovirus: Afghanistan, Nigeria and Pakistan. Just 37 polio cases were confirmed worldwide in 2016, which is a reduction of more than 99.9 percent since the 1980s, when the world saw about 1,000 cases per day.

Challenges

The polio cases represented by the remaining one percent are the most difficult to prevent, due to factors including geographical isolation, poor public infrastructure, armed conflict and cultural barriers. Until polio is eradicated, all countries remain at risk of outbreaks.

Ensuring Success

Rotary will raise \$50 million per year over the next three years, with every dollar to be matched with two additional dollars from the Bill & Melinda Gates Foundation. These funds help to provide much-needed operational support, medical personnel, laboratory equipment, and educational materials for health workers and parents. Governments, corporations and private individuals all play a crucial role in funding.

Rotary in Action

More than one million Rotary members have donated their time and personal resources to end polio. Every year, hundreds of Rotary members work side-by-side with health workers to vaccinate children in polio-affected countries. Rotary Members work with UNICEF and other partners to prepare and distribute mass communication tools to reach people in areas isolated by conflict, geography, or poverty. Rotary members also recruit fellow volunteers, assist with transporting the vaccine, and provide other logistical support.

'This Close' Campaign

Rotary has a growing roster of public figures and celebrities participating in its "This Close" public awareness campaign, including Bill Gates, co-chair of the Bill & Melinda Gates Foundation; Nobel Peace Prize laureate Archbishop Emeritus Desmond Tutu; conservationist Jane Goodall; and peace advocate Queen Noor of Jordan. These ambassadors help educate the public about polio through public service announcements, social media and public appearances.



Endpolionow.org/resourcecenter

Resource Center

Eradicating a disease is a big job and we need your help.
Use the tools below to help us advocate, fundraise, and educate about the
need to end polio now.

Quick Links

What are you looking for?

[Photography](#)

[Videos](#)

[Ready-to-post Social Media](#)

[Infographics](#)

[Education](#)

[Event Materials](#)

[Banners](#)

[Templates](#)

[Brand Center](#)



Raising funds and awareness for our End Polio Now campaign is a year-round endeavor. We've brainstormed a few ideas for your consideration, and included links to events around the country that might be helpful as you develop your club's plan.

Once you decide what your club will do, please email your flyer to PDG Judy at 5840dg2016@gmail.com so we can publish it on the District website, social media, and newsletter.

- Pints for Polio (a great idea for multiple clubs to work together)
 - <https://www.visitboerne.org/calendar/oktoberfestpints-polio-two-tons-steel>
 - <http://pintsforpolio.org/>
 - <http://southtownerotary.org/pints-polio-eugene/>
 - <http://www.pintsforpoliosb.com/>
 - <http://www.rotary-austin.org/pintsforpolio/>
- Ride to End Polio
 - <http://ridetoendpolio.org/>
- Indoor ride to end Polio
 - <http://www.indoorridetoendpolio.com/>
- Pizza for Polio
 - blackburnnews.com/chatham/chatham-news/2017/10/13/local-pizzerias-give-back-world-polio-day/
- Pinot for Polio
 - <http://dacdbdev.com/D5130/end-polio-now/pinot-for-polio/>
- Putting for Polio
 - Be the first to put one of these events together!
- Peaches for Polio
 - We thought this might be great for the Hill Country area during peach harvest – be the first to put one of these events together!
- Pies for Polio
 - <https://portal.clubrunner.ca/1864/Stories/pies-for-polio>
- World Series “Polio Plus” Pool (Also contains information about Christmas Wreath fundraiser)
 - <http://www.fountainhillsrotary.com/wp-content/uploads/2015/02/2017-10-22-Club-Newsletter.pdf>
- Pointsettias for Polio (The Holidays)
 - [www.clubrunner.ca/Data/6440/2356/html/144474/Poinsettia%20Order%20Form%202011-10-31%20\(Duplex\).pdf](http://www.clubrunner.ca/Data/6440/2356/html/144474/Poinsettia%20Order%20Form%202011-10-31%20(Duplex).pdf)

Ideas for Early Actors, Interactors, and Rotaracters:

- Pennies for Polio
 - http://directory-online.com/Rotary/Accounts/6860/Pages/uPAGES/Pennies_for_polio.htm
- Pokemon for Polio
 - Be the first to put one of these events together!

Pints for Polio

Pints for Polio is an event usually held in October, in conjunction with World Polio Day and Oktoberfest. Usually, several clubs collaborate to hold the event at a local beer garden, brewery, pub, wine bar or casual eatery. The cost is generally \$20 to \$25, and often includes the first beer. The price for the beer can usually be negotiated with the venue owner to be reimbursed from proceeds – some owners actually donate the beer! Generally, finger foods or snacks are provided or available for purchase. Some events have a band or a DJ for entertainment, and most will have someone speak for a few minutes about polio, Rotary's long-standing involvement in the eradication efforts, and progress to date. Tickets are often sold in advance, but most are sold at the door.

Ideas:

- A souvenir glass is often included with the End Polio Now logo and the establishment's logo.
 - First beer is usually included, and subsequent beers are purchased by the guest.
- Some clubs offer T-shirts with the End Polio Now logo and sponsors' names on the back.
 - Advantage: continued public awareness when people wear the T-shirt
 - Disadvantage: choosing the correct number and sizes of shirts.
- Some clubs offer tote bags instead of glasses or shirts.
- Some clubs create a program with facts about polio and Rotary's eradication efforts, and acknowledge donors and sponsors.
 - It's important to acknowledge the donors and underwriters somehow – on the T-shirts, with a large banner or yard sign, in the program, or in a background PowerPoint presentation.
- Some clubs offer door prizes or silent auctions.
- One club holds a "pub crawl" with a bus provided between venues.
- Another club had a balloon release.
- Food could be available at the attendees cost, perhaps through the venue, or a food truck.

A sample timeline for planning Pints for Polio event:

- **5 months out:**
 - Talk to other club presidents to see if they are interested in a joint effort
 - Build a committee to oversee the plans.
- **4 months out:**
 - Establish a date and secure a venue – arrange with venue owner about reimbursement for beer.
- **3 months out:**
 - Secure underwriters, get a digital file of their logo.
 - Decide on souvenir glasses, T-shirts, tote bags, or other give-aways.
 - Find out the lead time for ordering and prepare for it.
 - Invite the District Governor, your Assistant Governor, Presidents of neighboring clubs, and business owners in the area. (Create a wish list of guests and follow up with them.)
 - Decide on food arrangements.
- **2 months out:**
 - Figure out how you will sell tickets: online, in advance, or at the door (or all three!).
 - Send your flyer to media.posts@rotary5840.org so it can be included on the District website, newsletter and social media posts.
 - Post your flyer to your club's website and/or social media
 - Order tickets to be exchanged for the first beer.
 - Continue securing underwriters
 - Begin building your agenda and PowerPoint presentation

- **1 month out:**
 - Advertise heavily on social media. Ask the venue owner to advertise the event on their website and social media, as well.
 - Announce at every club meeting.
 - Ask club members to “like” and “share” social media posts regarding the event.
 - Consider apps like Event Brite or Meet Up to advertise the event.
 - Order souvenir glasses, T-shirts, tote bags, etc. (depending on lead-time, you may have to order earlier).
 - Order any printed material for the night itself: banners, yard signs, brochures, etc.
 - Coordinate with venue owner and confirm, confirm, confirm details.

Resources:

- Glassware: eGrandstand.com is the best source. They have pint glasses, mugs, wine glasses, mason jars, and many other items for a reasonable price. When you order, you indicate what you would like printed and they take care of it pretty efficiently.
 - Recommendation: Do not include the year on the glass. If there are leftover glasses, they can be used the following year.
 - The price varies according to the number ordered.
 - One color is basic and less expensive, although it is possible to order multiple colors for an upcharge.
 - Be aware of shipping and handling fees, which are a significant expense.
 - It is less expensive if someone has a loading dock.
 - The website is easy to use, even for a novice, and the customer service people are very responsive.
- Printing: Vista Print is an online source that can print anything from brochures, to stickers, to tote bags, and banners. Reasonably priced.

PEOPLE WHO CAN HELP!!

The Polio Plus Committee

PDG Judy Hutcherson, Fredericksburg Morning Rotary Club
Dr. Linda Cook, Fair Oaks Ranch Rotary Club

Veteran Pints for Polio organizers

Monica Gutierrez, San Antonio North Central Rotary Club
Max El Tawil, Canyon Lake Rotary Club
Dr. Cynthia McNeely, Kerrville Rotary Club

