

Purple4Polio

Paint the District Purple

Toolkit at a Glance



THE BIG IDEA

Purple4Polio is more than a fundraiser. It is a district-wide movement that turns awareness into action and invites every community in District 6840 to help in the final fight to end polio. This toolkit is designed for real Rotary clubs with different sizes, personalities, budgets and volunteer capacity. You do not have to do everything. You do not have to complete every form. You do not have to create a huge event.

4 LESSONS FOR EVERY CLUB

#1 Make the cause easy to recognize.

Purple became the visual language. People did not need a long explanation to understand that something was happening. Make Rotary visible outside of the meeting room.

#2 Give people a small way to say "YES".

Wear purple, share, donate, plant, attend, or invite a partner. Clubs can start with one action and add more later.

#3 Turn participation into a story.

Photos, short videos, and personal stories make the campaign memorable.

#4 Build with partners.

Cities, parishes, schools, libraries, hospitals, chambers, and businesses can each own a small piece.

TIME 4 ACTION

Step 1 - Choose your Club level

Step 2 - Use the Purple4Polio Club Planning Worksheet

Step 3 - Use the included tools and worksheets to execute your plans

Step 4 - Share your success stories with the Purple4Polio Reporting Form



SHARE YOUR CLUB'S STORY

Your efforts are part of a larger movement, and every club has a story worth sharing. District leadership needs enough information to recognize your accomplishments, celebrate your members and partners, and help tell the district-wide Purple4Polio story. Scan the QR Code to share your accomplishments.

CHOOSE YOUR CLUB LEVEL

PURPLE SUPPORTER

ACTIVITY - Wear Purple • Post on Socials • Donate • Invite a Speaker to Share

TIME - 1 day - 1 week

SUCCESS - People see and hear our message

PURPLE COMMUNITY PARTNER

ACTIVITY - Proclamation • Landmark • Garden • Business Partners

TIME - 1 - 6 weeks

SUCCESS - Your community becomes part of our mission

PURPLE CHAMPION

ACTIVITY - Public Event • Youth Project • Walk • Contest • Fundraiser

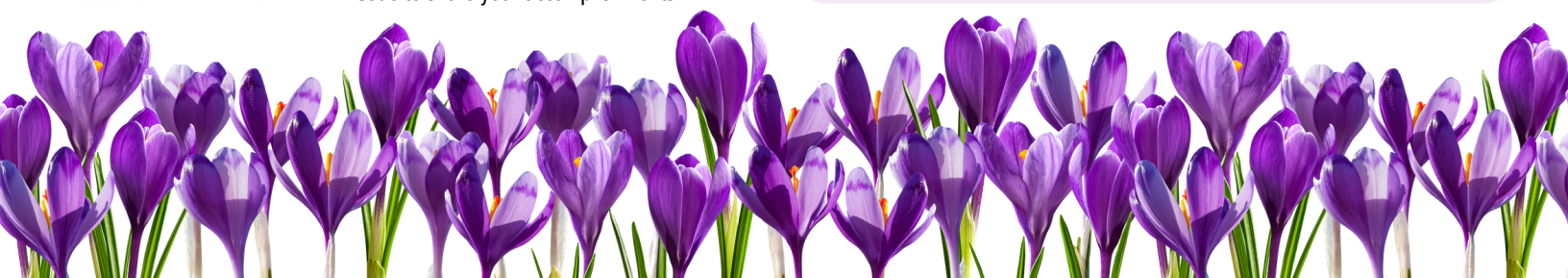
TIME - 2 - 12 weeks

SUCCESS - Sustained community action focused on Polio Awareness

TOOLKIT RESOURCES

Scan the QR Code to access all of the practical tools, ideas, and ready-to-use resources to help your club engage your community, raise awareness, and make an even greater impact.

- Mayor / Parish / Community Proclamation Template
- Purple Landmark Lighting Request
- Purple Garden Guide
- Youth Engagement: Make Room for the Next Generation
- Purple Stories
- Fundraising—With a Bigger Purpose
- Social Media: Copy, Paste, Post
- Media Press Release Template
- The Purple Legacy Project



One Cause. One Color. One District. End Polio Now.