



PURPLE4POLIO

PAINT THE DISTRICT PURPLE

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



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.

BUILT TO BE SIMPLE

Pick what fits your club. Use only the information you need. Define success for yourself.

ONE RULE EVERY CLUB CAN FOLLOW

Choose one thing. Make it visible. Invite someone else to join you. Tell the story. Then decide whether you want to do more.

WHAT MAKES PURPLE4POLIO WORK

The strength was not paperwork. It was a clear cause, a recognizable color, visible action, simple ways to participate, and enough flexibility for people to contribute in different ways.

THE DISTRICT 6840 CHALLENGE

Don't ask, "Can our club do everything?"

Ask, "What is one thing our club can do well?"

Ask, "What happens if every club does it's one thing?"

WHAT COULD HAPPEN WITH MORE TIME?

If two weeks can create awareness and momentum, six weeks create room for repetition, partnerships and legacy. A club could begin with one visible action, add a community partner, involve youth, hold a public event, raise funds and finish with something permanent.

2 WEEKS	6 WEEKS	THE DIFFERENCE
One visible action	A series of visible actions	People see repetition
A few participants	Partners + youth + community	The circle grows
Awareness	Awareness + action + fundraising	The cause becomes tangible
Short campaign	Tradition or annual event	The work can outlive the campaign

4 LESSONS FOR EVERY CLUB OF ANY SIZE

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 the Rotary club visible outside of the meeting room. A landmark, banner, garden, proclamation, business window or community event moves the campaign into public life.

2. Give people a small way to say YES.

- Wearing purple, sharing a post, donating, planting, attending or inviting a partner all count.
- A club can start with one action and add another. Progress becomes the invitation.

3. Turn participation into a story.

- Photos, short videos and personal stories make the campaign memorable and give clubs something to share.

4. Build with partners instead of doing everything alone.

- 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**

Step 1 – Choose your Club Level

Ask your club members as to where they would like to begin:

- Do we want a QUICK WIN.
- Do we want something VISIBLE in our community.
- Do we want to involve YOUTH.
- Do we want to involve BUSINESSES / COMMUNITY PARTNERS.
- Do we want a FUNDRAISER with a purpose.
- Do we want to create a LASTING LEGACY.
- Do we want to do MORE THAN ONE thing.

LEVEL	YOU COULD DO	TIME	SUCCESS LOOKS LIKE
PURPLE SUPPORTER	Wear purple, post, donate, invite a speaker	1 day–1 week	People see and hear the message
PURPLE COMMUNITY PARTNER	Proclamation, landmark, garden, business partners	1–6 weeks	Your community becomes part of it
PURPLE CHAMPION	Public event, youth project, walk, contest, fundraiser	2–12 weeks	Your club creates sustained community action

Step 2 – Use the Purple4Polio Club Planning Worksheet

Use this page if you want a simple plan. You do not need a separate project proposal.

Club: _____

Club Contact: _____

Our Purple4Polio Goal: _____

Our Main Action: _____

Partners Needed: _____

Date / Timeframe: _____

Supplies Needed: _____

How Will We Tell The Story? _____

How Will We Know We Succeeded? _____

Keep it manageable:

- ☐ We have one person responsible for keeping the project moving.
- ☐ We have one clear next step.
- ☐ We know who needs to approve / support the activity.
- ☐ We have a realistic budget—or no budget.
- ☐ We know how we will capture photos / stories.
- ☐ We will report what we accomplished, not how much paperwork we completed.

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

Once your club has identified and planned the actions you wish to take, use the resources below to help bring your **Purple4Polio** plan to life. Each attachment provides 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** — Recognize **Purple4Polio** in your community and secure an official proclamation.
- **Purple Landmark Lighting Request** — Turn local landmarks purple and shine a light on the fight to end polio.
- **Purple Garden Guide** — Create a lasting, visible reminder of the End Polio Now movement in your community.
- **Youth Engagement: Make Room for the Next Generation** — Engage young people and give them meaningful opportunities to support the mission.
- **Purple Stories** — Share personal stories and experiences to help connect your community to the cause.
- **Fundraising—With a Bigger Purpose** — Turn fundraising efforts into opportunities to educate, engage, and make a lasting difference.
- **Social Media: Copy, Paste, Post** — Ready-to-use content to make promoting your **Purple4Polio** activities simple.
- **Media Press Release Template** — Share your club's efforts and impact with local news outlets and community media.
- **The Purple Legacy Project** — Create a lasting community legacy that keeps the mission visible long after your event ends.

Choose the resources that best fit your club's goals, get your community involved, and let your purple shine!

Step 4 – Share your success stories with the Purple4Polio Reporting Form.

Recognition should celebrate creativity, participation, and impact—not just dollars raised. A small club that creates an unforgettable community partnership should have the same opportunity to shine as a large club hosting a major event.

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 or visit <https://forms.gle/ixrr6pb2C19hNFyZ7> to share what your club has accomplished. Tell us about the ideas you brought to life, the people you engaged, the partnerships you created, and the difference your club made in your community.



What to Share

- **What did your club do?** *Describe your **Purple4Polio** activity, project, or initiative.*
- **Who participated?** *Share how your club members, youth, community partners, businesses, schools, or other groups were involved.*
- **What made it creative or unique?** *Tell us what made your approach stand out.*
- **What was the impact?** *Share the people reached, awareness created, partnerships developed, or other meaningful outcomes.*
- **What did you raise?** *If applicable, include fundraising results—but remember, impact is more than dollars.*
- **What would you like the district to celebrate?** *Share the moment, partnership, accomplishment, or story you are most proud of.*

Every club. Every idea. Every action. Every voice. Together, these stories show what our district can accomplish when we unite for a common purpose.