

END POLIO NOW

Rotary District 7930
A Club's Guide to
Running a
Successful Polio
Campaign Through
Advocacy
Education and
Fundraising

resources
graphics
media tools

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Overview

This guide is intended to assist clubs with implementing a plan to advocate for polio eradication and fundraise for The Rotary Foundation's End Polio Now campaign.

Resources have been collected from multiple Rotary clubs, public relations resources and endpolionow.org. This guide will help you understand Rotary's role in the eradication efforts, help you plan a club response, guide you in ways to advocate, and help you with public relations. Please share the knowledge with your networks. By using your voice, you can help us get one step closer to a polio-free world.



DISTRICT 7930



The Case for Eradication

The Human Cost: If we don't end polio now, experts say the disease could rebound to 10 million cases in the next 40 years.

It's Achievable: There is no cure for polio, but the polio vaccine successfully prevents cases. Success in polio eradication sets the stage for the next big global health initiative.

It's a Good Investment: The world has invested \$9 billion dollars toward polio eradication and an independent study published in the medical journal *Vaccine* estimates the net economic benefits at US\$40 to 50 billion over the next 20 years – a savings that can be put toward

fighting other diseases. The infrastructure for polio immunization also strengthens the systems for other health interventions.

Our Global Partners: We're in it Together



unicef



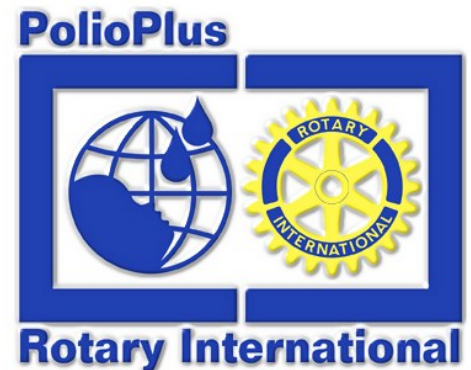
BILL & MELINDA
GATES foundation

Milestones

1979 Rotary clubs take on a project to buy and help deliver polio vaccine to more than six million children in the Philippines.

1985 Rotary International launches PolioPlus, the first and largest internationally coordinated private sector support of a public health initiative, with an initial pledge of US\$120 million.

1988 Rotarians raise US\$247 million for PolioPlus, more than double their fundraising goal of \$120 million. The World Health Assembly passes a resolution to eradicate polio, setting up the launch of the Global Polio Eradication Initiative. More than 125 countries are polio-endemic.



1991 Last case of wild poliovirus in the Americas.

1994 The Western Hemisphere is declared polio-free.

1995 Rotarians, health workers and volunteers immunize 165 million children in China and India in a single week. Rotary launches the PolioPlus Partners program, enabling Rotarians in polio-free countries to provide financial support to their fellow Rotarians in polio-affected countries.

1996 The number of nations declared polio-free increases to 150. The reported incidence of polio is 85 percent less than in 1988.

1997 The last case of wild polio occurs in the Western Pacific Region. She is a 15-month-old girl called Mum Chanty living near Phnom Penh, Cambodia.



2000 A record 550 million children (almost one-tenth of the world's population) receive the oral polio vaccine. The Western Pacific region is declared polio-free.

2003 The number of nations declared polio-free increases to 150. The reported incidence of polio is 85 percent less than in 1988.

2004 The Rotary Foundation raises US\$119 million from its membership in a 12 month campaign. Rotary's total contribution to polio eradication exceeds \$500 million. Six countries remain polio-endemic.

2006 The number of polio-endemic countries drops to four (Afghanistan, India, Nigeria, Pakistan), the lowest in human history at the time.

2009 Rotary's overall contribution to the eradication effort nears US\$800 million. In January the Bill & Melinda Gates Foundation pledges US\$355 million and issues Rotary a challenge grant of US\$200 million which becomes known as Rotary's \$200 Million Challenge. This announcement will result in a combined US\$555 million in support of the Global Polio Eradication Initiative.

2011 Rotary welcomes celebrities and other major public figures into a new public awareness campaign and ambassador program called "This Close" to ending polio. Program ambassadors include Nobel Peace Prize Laureate Desmond Tutu, violinist Itzhak Perlman, and golfer Jack Nicklaus.

2012 India surpasses an entire year without a recorded case of polio, and is taken off the polio endemic list. Only three countries remain polio endemic.

Rotary surpasses its \$200 Million Challenge fundraising goal more than five months earlier than planned.



Advocacy & Education

In 2012, the effort to end polio made historic progress. The year ended with the lowest number of new polio cases in the fewest places ever. There were fewer than 250 reported cases, compared with 350,000 cases in 1985, when Rotary began the fight to end polio. Become a polio eradication advocate with the following suggestion from endpolionow.org:

- * sign a petition
- * share your voice over social media
- * launch a fundraising campaign
- * telling your polio story to local news media

Take a Course in Advocacy

Rotary recently offered a free webinar called *How You Can Help Eradicate Polio*, hosted by Director of PolioPlus, Dr. Carol Pandak. It's available at vimeo.com/74397823 and includes topics such as:

- * an update on the status of polio eradication
- * suggestions for celebrating World Polio Day
- * ideas for how you can help make history!

The webinar is about 32 minutes long and includes a question/answer session with some front-line Rotarians.

Suggested YouTube Videos & Documentaries

Advocacy is about education. We recommend you visit the following:

- * [Bruce Aylward, World Health Organization](#)
- * [Dennis Ogbe \(Paralympian\)](#)
- * [Rotary's Push to End Polio Now](#)
- * [World Polio Day 2013 Livestream](#)
- * [Faces of Polio in the USA](#)
- * [The American Polio Epidemic](#)
- * [CNN: Treating Polio in Afghanistan](#)
- * [WHO: Polio Cases in Syria](#)
- * [WHO: Can Polio be Eradicated?](#)
- * [Rotary International: This Close](#)
- * [CBS: Bill Gates Focuses on Polio](#)
- * *The Final Inch* Documentary (available on Netflix)
- * *Benda Bilili* Documentary (available on Netflix)



WHO's Bruce Aylward at World Polio Day, 2013.

Sample Letter to the Editor

Dear Editor,

Regarding your recent report **(Title of article, date)**, I would like to note that we are extremely close to making history by eliminating one of the world's most devastating diseases: polio.

The global effort to eradicate polio demonstrates the tremendous impact of immunizations. The number of new polio cases, a disease that once paralyzed more than 1,000 children every day, has dropped more than 99 percent since the 1980s.

There are fewer cases in fewer places than ever before, and only three countries (Nigeria, Afghanistan and Pakistan) have never stopped transmission of the wild poliovirus.

However, a funding gap means immunization campaigns are being cut in high-risk countries, leaving children more vulnerable to polio. If polio isn't stopped now, the disease could stage a comeback, affecting an estimated 200,000 children every year.

Rotary, a humanitarian service organization with nearly 34,000 clubs in more than 200 countries and geographical areas, made polio eradication its top priority in 1985. Rotary has since contributed US\$1.2 billion, and its members have logged countless volunteer hours to help immunize more than two billion children in 122 countries.

If we can eliminate polio from the planet, dozens of other diseases could follow. This is a historic moment, and one that is meaningful to people, especially children, the world over.

As the world stands on the verge of victory over polio, it is important to recognize that amazing things can happen when forces join together for a common good. Your readers can join the fight to end polio now, by visiting www.endpolionow.org.

Signed,

Sample Opinion Piece

Good-Bye Polio, Thanks Rotary

The world is on the verge of eliminating one of the most dreaded diseases of the 20th century -- poliomyelitis. During the first half of the 20th century, polio crippled over a half a million people every year. Even today, children in some developing countries continue to fall victim to the disease. But thanks in large part to Rotary International and to the 1.2 million Rotary members worldwide, the disease will soon be all but a memory. Before celebrating this public health milestone, the spread of the poliovirus must be interrupted in the poorest and most populous regions of the world, and surveillance must continue for several years to be sure the virus is completely wiped out. This is no easy task. One of the greatest challenges to the effort is a funding shortage.

To date, Rotary has contributed more than US\$1 billion to the protection of more than two billion children in 122 countries. Rotary reaches out to governments worldwide to obtain vital financial and technical support. Since 1995, donor governments have contributed in excess of \$6 billion to polio eradication, due in part to Rotary's advocacy efforts. But much more is needed. More than twenty years of steady progress is at stake, and polio -- now on the ropes -- stands to stage a dangerous comeback unless the funding gap is bridged. Again, the Gates Foundation has stepped up and promised a 2:1 match for every dollar Rotarians raise towards eradication efforts (up to \$35 million/year until 2018). Clubs are autonomous and can take that challenge, or not. I'm betting they will.

In addition to raising money for polio eradication, Rotary members offer their time and expertise in the field to fight polio by providing support at clinics, transporting vaccine, contributing medical supplies, and mobilizing their communities for immunization and other polio eradication activities. More than one million members of Rotary worldwide have contributed toward the success of the polio eradication effort to date, demonstrating the extraordinary impact civil society can have on a global public health initiative. With our spearheading partners in the Global Polio Eradication Initiative (the World Health Organization, UNICEF, and the US Centers for Disease Control and Prevention) Rotary continues to make progress toward a polio-free world.

Once eradicated, polio will join smallpox as one of only two diseases ever eliminated. The volunteers of Rotary will continue their humanitarian work, living up to its motto, "service above self," and keep our promise to the children of the world to provide a polio free world.

Publications

The following advocacy flyers are available at endpolionow.org/resources or you can purchase color copies at shop.rotary.org.

- * A Rotary Primer Global Outlook: A Rotarian's Guide to Advocacy for Polio Eradication
- * Advocacy 3-page flyer
- * End Polio Now 4-page brochure (great to hand out to every Rotarian with a pledge sheet included inside)
- * *The Rise and Fall of Poliomyelitis*
- * *Amazing Stories of Polio* graphic novel (great for Interact/Early Act teams)

Petition

Have all of your members sign the online petition at endpolionow.org/advocacy or create your own.

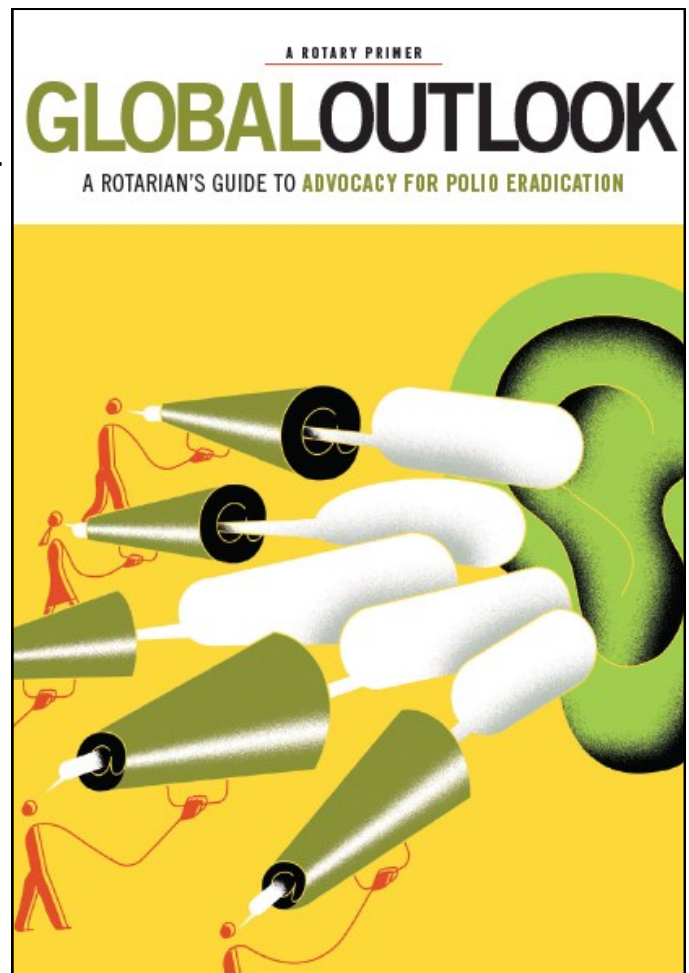
We believe that every child deserves the chance for a healthy life. Through the provision of vaccines, we can help ensure a better future for millions of children around the world. Right now, we have a unique opportunity to use the power of vaccines to wipe out a disease for good – polio.

We have the technical tools to end polio and the means to reach all children with immunizations. We have developed a clear plan and we are confident we can achieve a polio free world.

Ending polio means that no child anywhere in the world will have to suffer from this debilitating disease again. And it will prove to the world that we can reach even the hardest-to-reach children with other vaccines and health services.

We call on world leaders to make the most of this window of opportunity and fully fund polio eradication efforts through to the end. Together, we can create a brighter future for all the world's children – beginning with a future free from polio.

I am signing on to join more than one million Rotarians and other supporters across the globe by sharing my voice in the fight to end polio now.



World Polio Day

World Polio Day happens each October 24th and is marked by RI and Foundation events worldwide. Host your own WPD in your club by:

- * hosting a community “movie night” and watch *The Final Inch*, an award-winning documentary, or a variety of YouTube videos.
- * hosting a polio kick off party to unveil your club’s plan for the year’s campaign.
- * hosting a community Purple Pinky Day in a school or community and allow participants to dye their pinkies purple. The dye (gentian violet) is usually available at a local apothecary or you can use a non-toxic marker.

Lighting Iconic Structures

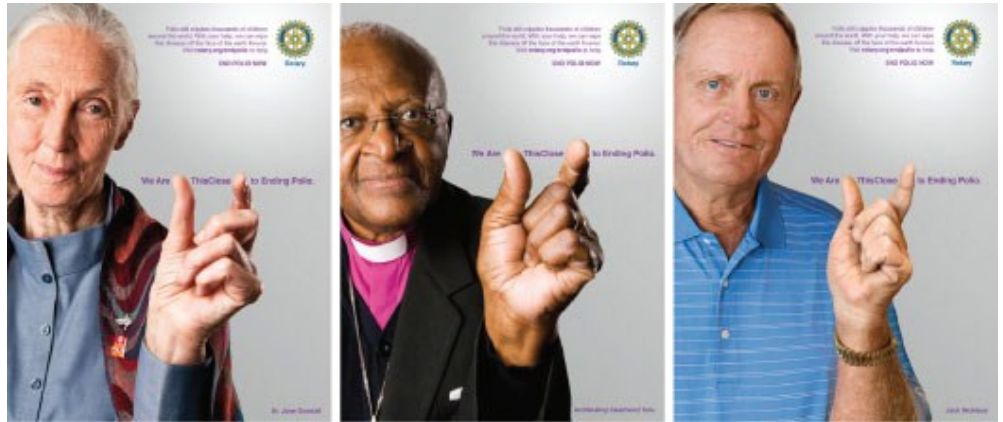
Did you know you can light up a structure with our message? Rotary International provides you with the instruction guide! Does your town have a famous landmark? Simply email pr@rotary.org and let the district know! It doesn’t have to be world famous or giant to get our message lit up!



Know Your Polio Campaign Advocates

Archbishop Desmond Tutu - A South African cleric and human rights activist, Tutu received the Nobel Peace Prize in 1984. He chairs the Global Elders, an international group of senior world leaders, human rights activists, and statesmen who seek peaceful resolutions to the world's pressing problems. Tutu spoke at a Rotary World Peace Symposium in 2009, and signed a special soccer ball in support of Rotary's "Kick Polio Out of Africa" awareness campaign.

Dr. Jane Goodall - A world famous primatologist, she founded the Jane Goodall Institute for Wildlife Research, Education, and Conservation to protect chimpanzees and their habitat. Goodall praised Rotary for its work to eradicate polio in her keynote speech at a recent Rotary International convention.



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Itzhak Perlman - The premier violinist of the 20th Century contracted polio at age four and overcame physical challenges to achieve international acclaim in classical music. He is the recipient of 15 Grammy Awards, including a Grammy Lifetime Achievement Award for excellence. In 2009, he lent his talent to *The Concert to End Polio*, a benefit performance with Rotary.

Jack Nicklaus - Also known as "The Golden Bear," Nicklaus overcame polio as a teenager to become one of the greatest golfers of all time. He holds the record for the most major championships wins with 18 victories and has won 73 PGA Tour tournaments.

Zeynab Abib (Benin) - Pop singer and UNICEF Ambassador Zeynab Abib sang in support of childhood vaccinations with her song "Sauvons la vie de nos enfants" (Let's save the life of our children). She also participated in the launch of the "Kick Polio out of Africa" awareness campaign.

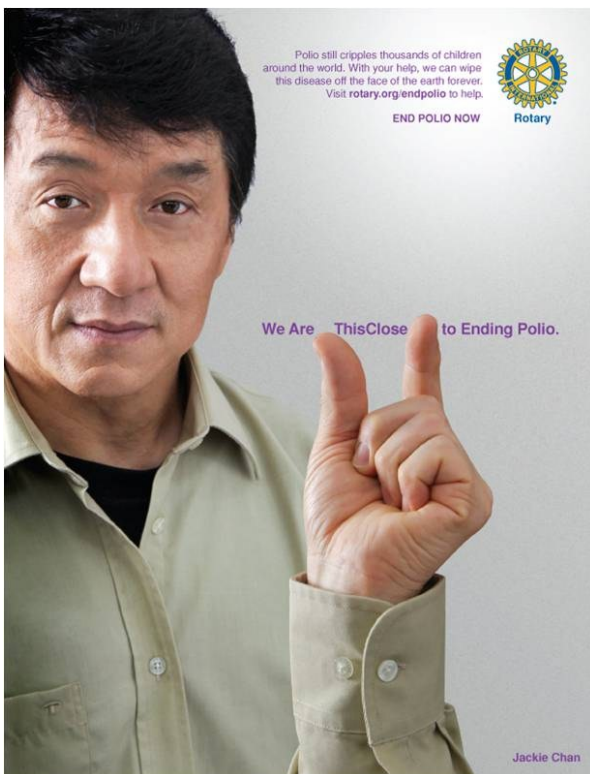
Dan Maraya Jos (Nigeria) - A well-known Hausa folk singer, Jos participated in a recent National Immunization Day kickoff event. He also recorded radio announcements encouraging Nigerian parents to immunize their children against polio.

Queen Noor of Jordan - Her Majesty Queen Noor is an international public servant whose focus is promoting international exchange and understanding of Arab and Muslim culture and politics; Arab-Western relations; and conflict prevention and recovery issues. She spoke at the 2010 Rotary International Convention.

Archie Panjabi - Popular actress who has appeared in films including Bend It Like Beckham and The Constant Gardener. She is currently seen in the CBS television series *The Good Wife*.

A.R. Rahman - an Indian film composer, record producer, musician and singer, Rahman received two Oscar awards for the movie *Slumdog Millionaire*.

Amitabh Bachchan – World-famous Indian actor who has won dozens of major awards throughout his career, Bachchan is a UNICEF ambassador for polio eradication in his homeland.



Jackie Chan - This internationally acclaimed film star from Hong Kong is best known for his ability to combine comedic acting with his amazing martial arts skills. In 2010, Chan threw out the celebrity first pitch at "Rotary Day at Wrigley Field: Strike Out Polio" Before a Chicago Cubs baseball game.

Ziggy Marley – This Grammy-award winning reggae singer is also a philanthropist, who founded U.R.G.E, an organization to help underprivileged Jamaican children. He is the son of the reggae legend, the late Bob Marley.

Isabel Allende - Chilean author whose books have been translated into more than 27 languages. Her book, *Daughter of Fortune*

was one of Oprah's Book Club selections.

PSY – Korean pop star – video is the first to receive more than 1 billion hits and counting!



Bill Gates - co-chair of the Bill & Melinda Gates Foundation. The Bill & Melinda Gates Foundation has dedicated more than \$1 billion to polio eradication.

Amanda Peet - American actress, who has appeared on film, stage, and television.

Staff Benda Bilili (DR Congo) - A soukous band largely composed of polio

survivors, Staff Benda Bilili describe the impact of the disease. In their signature song, "Polio." The group received the WOMEX Artist award at the 2009 World Music Expo.

Nwankwo Kanu – A soccer legend and captain of the Nigerian national football team, Nwanwko Kanu, uses his popularity to raise awareness for polio eradication. In a series of television and radio spots he tells fans, "I've scored many goals for my country but there is still one more goal I want to score: I want to kick polio out of Nigeria."

Hany Salama – This Egyptian actor from Cairo is immensely popular throughout the Middle East. He supported Rotary's efforts to end polio by participating in the the 2010 "Kick Polio Out of Africa" celebrations in Egypt.

Sue Jin Kang - A well-known Korean ballerina, she is currently a principal performer at the Stuttgart Ballet.

Mallika Sherawat – Indian actress and former model Sherawat is committed to the cause of polio eradication in honor of her cousin, a polio survivor.

Calvin Borel – This American jockey was the first jockey to win three Kentucky Derbies in a four-year span. He is a native of Louisiana, where the Rotary International Convention was held in New Orleans in May 2011.

Eddy Merckx - A world-famous Belgian cyclist, he is considered one of the most accomplished riders of all time.

Marvin Hamlisch - An American composer, at press time, Hamlisch was one of only two people to have won the Emmy, Grammy, Oscar, and Tony awards and a Pulitzer Prize.

Angelique Kidjo - Kidjo is a UNICEF Goodwill Ambassador and Grammy award-winning singer-songwriter from Benin.

Cherno Jobatey - Jobatey is a popular national television presenter from Berlin, Germany. He is involved in charities focused on helping children and families.

James DePreist - world-renowned conductor and polio survivor. Conducted the 2011 Concert to End Polio featuring Itzhak Perlman and members of the Chicago Symphony Orchestra.

Ted Turner- Ted Turner is Chairman of Turner Enterprises, Inc. and founder of CNN. Known for his environmental activism and generous philanthropy, Turner created the United Nations Foundation in 1998 with his historic \$1 billion gift in support of the United Nations. Since its creation, the United Nations Foundation has been a proud partner of Rotary International and an active participant in the Global Polio Eradication Initiative. To



date, the Foundation has delivered more than \$230 million for polio eradication efforts.

Maria Grazia Cucinotta - an Italian actress best-known for her roles in *Il Postino* and the James Bond film, *The World Is Not Enough*.

Elias Rahbani - famed Lebanese music composer

Nydia Caro - a popular Puerto Rican- American actress and singer

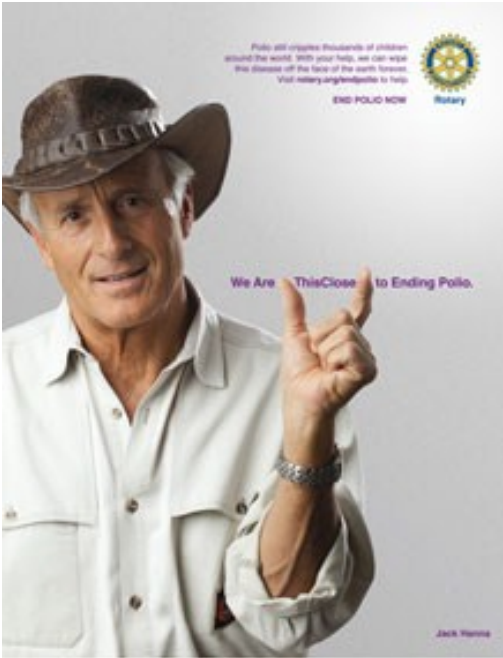
Jörgen Raymann - Dutch cabaret artist

Peter Timofeeff - popular Dutch weatherman

Adolf Ogi - Rotarian and Swiss politician from the village of Kandersteg in the Swiss Alps.

Ruth Metzler - Rotarian and Swiss politician

Dr. Felix Gutzwiller – Rotarian and one of two senators for the State of Zurich in the Swiss Senate (Ständerat) & one of the best known doctors specializing in preventive medicine



Jack Hanna - an American zookeeper who is the Director Emeritus of the Columbus Zoo and Aquarium. His media appearances have made him one of the most notable animal experts in the United States.

Tanvi Shah - popular playback singer for films in India. She is the first Indian woman to win the Grammy Award for the lyrics of "jai ho".

Anil Kapoor – popular Indian actor, also seen in Slumdog Millionaire and the American TV series 24.

Abdul Sattar Edhi - Pakistan's most renowned and respected philanthropist and Head of Edhi Foundation, the world's largest ambulance help service and charity.

Manny Pacquiao - Filipino World Welterweight World Champion of boxing.

Fernando Alonso - Spanish Formula One racing driver and a two-time World Champion, who is currently racing for Scuderia Ferrari

Sadako Ogata - Japanese academic, diplomat, author, administrator and professor emeritus at Sophia University

Aseefa Bhutto Zardari – Pakistan Polio Ambassador. Daughter of Pakistani President Asif Ali Zardari.

David Sanborn - One of the most commercially successful American saxophonists to earn prominence since the 1980s and is described as "the most influential saxophonist on pop, R&B, and crossover players of the past 20 years. Sanborn is also a polio survivor.

Pau Gasol – Los Angeles Lakers star forward and captain of 2012 Spanish Olympic team.

Hines Ward – Played 14 seasons for the NFL's Pittsburgh Steelers and is currently a studio analyst for NBC's *Football Night in America*.

Tom Daley - British diver, and television personality, who specializes in the 10 meter platform event and was the 2009 FINA World Champion in the individual event at the age of 15. He has represented Great Britain in the 2008 and 2012 Summer Olympics.



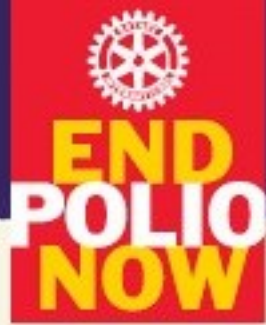
Tonia Couch – British diver that was a member of the 2008 and 2012 Great Britain Summer Olympic team.

Eric Wainaina - Kenyan singer-songwriter. His career was launched with his debut album, *Sawa Sawa*, in 2001. Wainaina's music is a blend of Kenyan Benge rhythm and East African guitars, with some modern harmony.

Scott Niedermayer - Retired Canadian ice hockey defenseman and current assistant coach of the Anaheim Ducks. Niedermayer played 18 seasons in the National Hockey League for two teams: the New Jersey Devils and the Anaheim Ducks.

Rob Niedermayer - Canadian professional ice hockey player who currently plays for HC Lugano of the National League A in Switzerland. He also played for the Florida Panthers, Calgary Flames, Anaheim Ducks, New Jersey Devils and Buffalo Sabres.

Photos of celebrity advocates are just a Google away!



JOIN THE WORLD'S BIGGEST COMMERCIAL



ADD YOUR PHOTO. CHANGE THE WORLD.
LET'S MAKE HISTORY TOGETHER.

TAKE PART AT ENDPOLIONOW.ORG

**Take your own This Close photo, upload, and add it to the world's
biggest commercial at endpolionow.org!**

Your Club's Plan

Now's a great time to connect with your Foundation Chair and review how you club has donated to polio in the past. Does the club make a separate donation? Did you track how many donors you had? If you can go as far back as our district's first polar plunge, that's great! If not, begin tracking a few important pieces of data. They can include things that are important to the club. For example, one club may want to look at how many non-Rotarian donors they engaged during their polio campaign. Another may want to look at how much money of the total collection was from active members. Choose a few things to track then begin creating your history. It's also good to prepare a timeline and seek corporate partners/matches. On the next few pages is a sample of a simple club planning sheet. Note in the sample, that this club was interested in tracking only a few pieces of data including: total donation, number of team members, Rotarian donation percentage, and total number of donors

Kick Off Event

To highlight that polio eradication is the mission of all Rotarians, host a kick off event to unveil your club's plan. Consider the following:

- * decorate your venue in red and yellow streamers or balloons
- * have literature at the event to answer questions or for people to take (avail for download)
- * video tape your kick off (a sample is available from Amy Luckiewicz at wakefieldrotaryclub@yahoo.com)
- * present some background information or powerpoint (especially for new members) on the fight to eradicate polio and the history (contact Amy for a sample) announce your plunge team at the event with a flair!
- * don't forget to include your Interact teams!



A Plan for Fun Engagement

To be successful be sure to have an element of fun. Here are some ways to kick up the laughter in your club's campaign:

- * Is there a Rotarian everyone would like to see plunge? Perhaps s/he will pledge to plunge only if the club hits a certain landmark. Make that the club goal (with the person's permission).
- * Hand make a team t-shirt to wear in the water. It makes it easier for your team to spot one another in the water and you can put fun sayings or plunger numbers on the back.
- * Create a way for your members who don't want to plunge to be "virtual plungers" and include them in all the benefits.
- * Create a fun club trophy for the person that raises the most money or stays in the water the longest. An actual plunger (new, not used) is a great start.
- * Develop a fun tracking system to gauge your team's progress. Post the gauge at every club meeting until the plunge or deadline.
- * Make a "Rookie of the Year" award for first-time participants. Perhaps a polar bear stuffed animal would work.
- * Make a team hat for each member to wear at the Polar Plunge.
- * Come up with a fun way to identify the "Towel Warmers" in your group. Maybe they won't go in the water, but they can hold the towel!

District Support

The district will renew its commitment each year to helping your club succeed. Be sure to contact the current Polio Chair and see what incentives are being offered. In the past they've included support from Fundraise.com, Paul Harris credits, t-shirts, pins, and more. Perhaps your club can be a sponsor for the polar plunge. Be sure to let the district know!

2014 Wakefield Campaign Plan Sample

Aims

Cash Donation
Public Awareness
Club Engagement

Team

Foundation Chair	Judy Gordon
President/Plunger	Shibu James
Chair/Plunger/Awareness Campaign	Amy Luckiewicz
Corporate Partner Coordinator	Joe Buscaino
Corporate Partner Coordinator	Bob Kimball
Cheerleader	Frank Fiorentino
Plunger	Ed Harding
Plunger	Jim Cobb
Plunger	Paul Driscoll
Plunger	Suzanne Bowering
Plunger	Elaine Guaetta
TV Production/Plunger	Tom Stapleton

Donation Goals

Cash Donation Goal	\$10,000
Gates Foundation 2:1 Match	\$20,000
Total	\$30,000

40 "active members" asked to raise \$250.00

Our History

Year	Total \$	Rotarian %	Team Members	Donors
2012	\$1,410	52%	3	41
2013	\$5,432	41%	7	113

Schedule

Month	Focus
October	Internal Kick off Begin Company Search Engage Members PHF Campaign Frank Campaign This Close Pics
November	Awareness PR Interact Campaign This Close Pics, Polio Ambassadors
December	Gifting Corporation Focus Eat Out to End Polio, Dockside
January	Final Inch WCAT Trivia Night Team Shirts Distributed
February	Polar Plunge! Club follow up and thank yous Donor follow up and thank yous



Next Steps

Info for corporate ask (Bob and Joe)
Forms for donation (Amy)
Bullet points for ask (Judy)
Download/order polio forms from RI (Amy)
Prep kick off event (Amy and Tom)
Prep press releases (Amy)
Contact Dockside for Eat Out night (Amy & Suzanne)
Get supplies for team shirts

OPM - Other People's Money!

Rotarians are unbelievably generous people. So has your club considered making polio an outside donor campaign? Here are some tips for creating awareness and driving donors to your doors to move the bar from a mostly Rotarian-funded campaign to a mostly outside donor-funded campaign.

- * Host 1 or 2 Eat Out to End Polio nights at a local restaurant. Many places will offer you a percentage of the bill on a specific night. Promote to your friends and families and encourage club members to share with everyone.
- * Engage corporate sponsors with a request for a MATCH. We all have our regular Rotary sponsors but see if an organization will make it's end-of-the-year donation by matching what the club raises. Follow up with great recognition.
- * Create a personal plunge letter that Rotarians can send out to their clients or customers (see next page example). The donor gets the tax credit and the Rotarian can keep the Paul Harris credits and count the money towards goals.
- * Create a gift certificate for people to make a donation in honor of another person. Do out the math (with the Gates 2:1) and write in how many vaccines their donation has paid for (see below). A plug-and-play copy for you to customize is available on our district website.

<h1>A Gift In Your Name</h1>		
<p>A donation to The Rotary Foundation's End Polio Now Campaign has been made in the name of:</p>		
<p><i>Kate Smith</i></p>		
<p>This donation will provide <u>125</u> polio vaccines to children who continue to live with the threat of this crippling disease.</p>		
	<p>Wakefield Rotary Club P.O. Box 431 Wakefield, MA 01880</p>	<p>A gift from: <i>Mom</i></p> <p><small>Certificate of Donation only. Not redeemable for cash.</small></p>
<p>www.EndPolioNow.org</p>		<p>www.WakefieldRotaryClub.org</p>

Sample Personal Letter



Elaine's
'freezing' for a
reason!

Dear Friend,

Why I Give to The Rotary Foundation

- 4-star ranking on CharityNavigator.org and a score of 70 out of 70 in accountability and transparency.
- Long-time partner of UNICEF, Center for Disease Control, World Health Organization and The Bill & Melinda Gates Foundation.
- Incorporates local leaders and education into its disease prevention and eradication strategy.
- Sustainability plans are required for all it's programs and grants.
- It keeps its promises.

Many of you know that I am a long-time member of the Wakefield Rotary Club. As a volunteer organization, our club completes many local projects each year. But as part of a global partnership with multiple well-known organizations, we are helping to eradicate the wild polio virus by 2018. **I have pledged to jump into the waters off of Gloucester on February 1st** to raise money for this disease. Polio continues to be just a plane ride away (there was a 2009 outbreak in Minnesota) and it continues to cripple children in Afghanistan, Pakistan and Nigeria each year.

The Bill and Melinda Gates Foundation has pledged \$2 for every \$1 that my club raises. Please help me to aid our club in it's goals of raising \$10,000 for this effort. At just \$0.60 per vaccine, we hope to fund over 16,000 vaccines!

Any donation will help in our effort and you will receive a tax-deductible thank you letter from The Rotary Foundation (TRF). For more info on how TRF is working towards this goal, visit endpolionow.org. When we are successful, polio will make history as the second disease to be eradicated from the world. I want to be a part of that accomplishment. Thank you for considering supporting my plunge!

Sincerely,

Elaine Guaetta

Please print clearly and make checks payable to The Rotary Foundation.

Return forms to: Wakefield Co-operative Bank * c/o Elaine Guaetta * 342 Main Street * Wakefield, MA 01880

___ Yes! I'm happy to support Elaine's efforts with eradicating polio!

___ My company will make a match to The Rotary Foundation!

Name _____

Address _____ Town _____ State _____ Zip _____

Email _____

Donation Amount _____ Payment Method ___ Cash ___ Check

Wakefield Rotary Club * PO Box 431 * Wakefield, MA 01880
wakefieldrotaryclub@yahoo.com



Sample Sponsor Letter



District 7930

Dear ,

Rotary District 7930, which encompasses Clubs from Boston north to Salem, NH and east to Newburyport, is seeking your help with an event on the North Shore. As you may know, Rotary International has joined with the World Health Organization and the Bill and Melinda Gates Foundation in an effort to eradicate Polio from the world. The event the District is holding on February 1, 2014 is called "The Polar Plunge for Polio." The District is the group that coordinates Rotary initiatives for the Clubs, clubs that include Ipswich, Amesbury and Newburyport, and 45 other cities and towns. The District is the conduit between Rotary International, an organization with 2.2 million members in 35,000 clubs around the world, and the Clubs.

Rotary's primary cause has been the eradication of Polio around the world. We have, over the years, been able to get into countries for immunization that others have not as we are an apolitical, non-denominational and non-political organization. Together with the aforementioned organizations we have been able to reduce new cases of polio to three countries. But our goal is not only to eradicate polio from those three countries, but also to prevent its recurrence around the world for good. We need money to do that.

The District goal this year is to raise \$100,000 from Clubs and their members throughout the District. The Plunge involves District Rotarians, Rotaractors (college age students), and Interactors (High school age students) (about 200 Plungers) taking a dip in the Atlantic in Gloucester on Long Beach in February. We're hoping for balmy 30 degree weather, but have not been that lucky in the past few years. There are about 450 folks that cram the beach on Plunge Day. The Plungers and their sponsors are in need of sustenance and warm fluids before they Plunge. The Plunge is at 11:15 sharp, but the gathering of folks starts somewhere around 9:30. We have a tent with heaters, and Gloucester provides snow plowing services and buses. We are using the Park parking lot for everyone, and bussing them to the Inn.

Your sponsorship will be recognized with signage and, dependent upon your generosity, a placement on the back of the T-Shirt given to Plungers and sold to others at the event. To date, none of the Cape Ann institutions have offered to contribute. The check can be made payable to Rotary District 7930 and mailed to me at the address below.

Thank you in advance for your generosity,

Robert C. Wood, Treasurer
Rotary District 7930
11 Rainbow Ridge Way
Georgetown, MA 01833

Recognition

How your club plans on recognizing participants and donors will be key to growth in the following years. Here are some suggestions on how to creatively recognize Rotarians and outside donors:



- * Take a group photo at the Polar Plunge. Print it out and send to donors!
- * Order End Polio Now pins from shop.rotary.org. For every Rotarian that participates IN ANY WAY, they earn a pin. Present it as members join the campaign to keep it fresh in members' minds.
- * Have participants take a *This Close* photo and turn it into a club poster.
- * Ask your Board to donate Paul Harris credits to Rotarian participants to help them earn a Paul Harris Fellowship in recognition of their polio efforts. Perhaps for every \$500 raised, a club donates an additional 500 points to the member.
- * Offer a certificate of appreciation, press release and photo to corporations that



may offer a match or flat contribution.

- * Submit a press release detailing all your donors over multiple releases so you don't print 100 names at once.

- * Invite outside donors to your polio kick off and/or wrap up party.

The sample is available at endpolionow.org as a powerpoint file.

Tracking and Submitting Pledges

Included is a simple sample of a tracking sheet for each Rotarian member as part of a packet. Don't forget to check off the donor when you send him/her a thank you! We also recommend that you submit your checks to your Foundation Chair as they come in and set a deadline for early March. This allows Rotarians who may earn a PHF to receive it on time as well as allows checks to clear. Your Foundation Chair can use the Multiple-Donor form to give you the PHS credit even if a check isn't in your name.

Everyone should sign up on Fundraise.com (via the District website). It's free to register and the district usually offers an incentive to register. If you wish, you can also use Fundraise.com to send solicitation emails and accept credit card donations (they deduct about 3-6% however). You can also enter offline donations.

2014 Polar Plunge for Polio Eradication

Team Member _____



Name	Phone or Email	Pledge	Paid

The Rotary Foundation Multiple Donor Form

094-EN—(1013)



THE ROTARY FOUNDATION MULTIPLE DONOR FORM

Complete this form when submitting a single contribution reflecting the combined gifts of multiple club members. Please do not send cash. Club officers can also make contributions to The Rotary Foundation on behalf of their club or multiple club members at www.rotary.org/give.

Contributions to credit Rotary Club of _____
Club Name _____ Club # _____ District # _____

1. DESIGNATION/PURPOSE (Check one):

- ☐ Annual Fund — SHARE ☐ Endowment Fund — World Fund ☐ Endowment Fund — Rotary Peace Centers
☐ PolioPlus Fund ☐ Endowment Fund — SHARE ☐ Other _____
☐ Approved Foundation grant _____ (number mandatory)

2. CONTRIBUTION DETAILS

Amount of contribution _____ Currency _____

Credit card contributions can be made at www.rotary.org/give.

☐ Check — Payable to "The Rotary Foundation." Check number _____

☐ Wire transfer Date initiated _____ (Please send completed contribution form as soon as possible after initiating a wire transfer.)

3. INDIVIDUAL DONOR DETAILS (Identify and allocate individual contribution amounts.)

Please provide each individual donor's membership ID, name, and personal contribution amount. Membership ID numbers may be obtained from the club secretary and are also listed on the Club Recognition Summary (CRS).

NOTE: Changes to designation can only be requested within 90 days of gift receipt date within current Rotary year.

Membership ID #	Donor Name (as appears on CRS)	Contribution Amount	Membership ID #	Donor Name (as appears on CRS)	Contribution Amount
1.			11.		
2.			12.		
3.			13.		
4.			14.		
5.			15.		
6.			16.		
7.			17.		
8.			18.		
9.			19.		
10.			20.		
Total Amount of Contribution					0

4. INDIVIDUAL COMPLETING THIS FORM

Name _____ Daytime Phone _____
Email _____ Date _____

Media

Educating the public is part of the campaign. We've included some samples for you to maximize your community message. Rotary International maintains an extensive library of high-resolution photos, HD videos, advertisements and

graphics to support polio eradication efforts. Use these materials to spread the word to news media in your community.



Facebook, Twitter and Social Media

But did you know that your social media presence as an individual and as a club can have a real impact? It's just an estimate, but on average Rotary has found that of the number of people that are aware of the polio problem, about eight percent donate. Historically, our average donation is about \$25 per person. Multiply the number of friends you have on Facebook, and figure 8% of them will donate about \$25.00! That's a real impact! Post, tweet and share End Polio Now banners, backgrounds, covers, posters and videos. Spread the word! Go to rotary.org, hover over news and features and click on media center. (samples on next few pages)

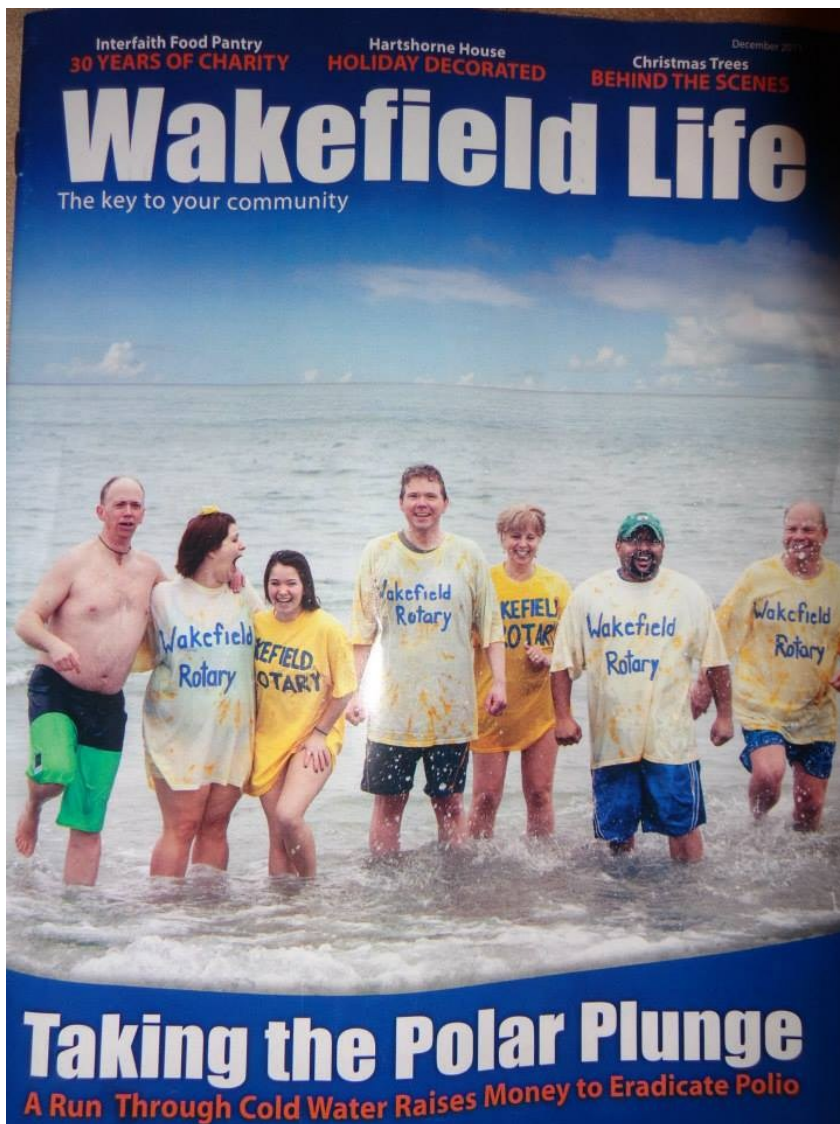
Blog

Does your club blog? Check out endpolionow.org click and click on BLOG to share some stories or create your own blog through ClubRunner or blogspot.com. Share your blogs on your club's website, newsletter and social media pages.



Your Club's Website

Did you know that once you register on Fundraise.com, your club will have a widget to post to your club's website, showing your progress? Is the fight to end polio featured predominately on your site? Do you have photos up of your club's efforts? Just a heads up that if you post your widget it'll show as your total only, not your team total. That widget is currently not available.



Local Magazines

Does your community have a local magazine? Submit an article about how your club is tackling polio!

Your Club's YouTube Channel

It's easy to sign up. Be sure to post videos of your polio kick off party and wrap up as well as any video of your club at the Polar Plunge. It's easy to use a widget to link your videos to your website and feature in your social media.

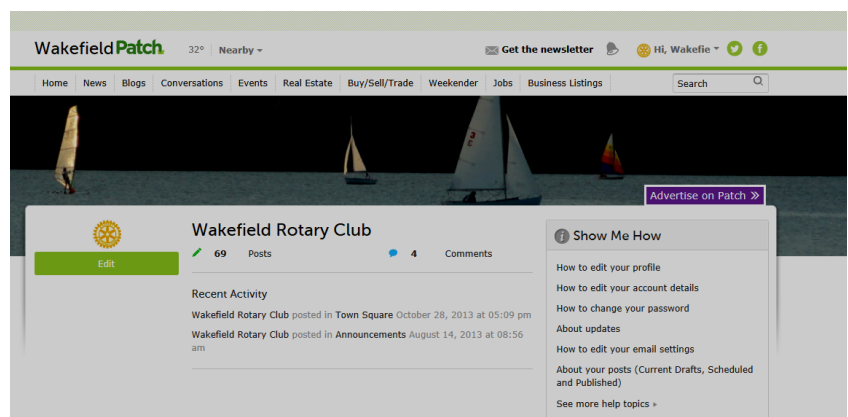
Cable Access Stations

Many community access stations will allow you to submit public service announcements or

create your own show. Ask your local director how you can get the word out. Remember to link any shows you produce to your YouTube channel. Rotary.org also has FREE public service announcements for you to share with your station.

Online Newspapers and Patch

It's a great idea to submit press releases to all forms of media. Do you have a local Patch login? Have you ever posted or submitted photos to Wickedlocal? Most will allow you to post your photos and videos free. Once you've created a link, send the link to the site editor and ask them to feature your article or photo.



Facebook Timeline Cover Samples



Infographics



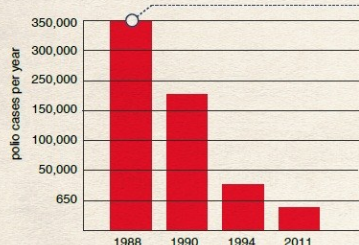
**Split one candy bar,
and save a child from
the poliovirus.**

A half of a candy bar might not seem like a big deal.
But consider a child who needs the polio vaccine. Just think: For the same price,
you can save that child from polio through The Rotary Foundation.
And, to you, it's no big deal. It's a better deal.

Saving a life costs less than you think. Go to www.rotary.org/contribute.



The Fight to End Polio



People that contracted polio in 1988 when the fight to end this disease began.

\$.60

60 cents is the cost of protecting one child from polio.

Reaching the final 1% of children is the most difficult because polio still exists in some of the most challenging parts of Africa and Asia.

99%

Polio is **99%** of the way to being **eradicated!**

2.5
Billion

Children immunized globally since 1988. That is an average of 3.3 children a second!

5

The majority of children that contract this crippling disease are under the age of 5.

\$40-\$50
Billion

The estimated amount of money polio eradication will save the world over the next 20 years.

After more than 25 years we are "this close" to making history by eradicating polio. With this historic achievement, polio will be only the second human disease in history - after smallpox - to be eradicated worldwide.

1%

Learn more about ending polio and take action at www.endpolionow.org



Sample Press Release Pre-Plunge

Freezin' for a Reason: The Rotary Club of _____ Jumps into the Atlantic for Polio Eradication

Monday, January 27, 2014 - Rotary District 7930 will hold its 4th annual Polar Plunge this Saturday, February 1st, at Long Beach in Gloucester at noon. The event is part of Rotary International's ongoing campaign to eradicate polio in our lifetime. More than 300 people are expected to plunge into the cold waters off Cape Ann this year including the Rotary Club of _____. Last year, over 250 people braved the icy waters, raising more than \$80,000, doubling the previous year's amount.

Since 1985, Polio has become the signature cause for Rotary International as it has teamed up with partners including The Global Poverty Project, The Global Eradication Initiative, The World Health Organization, and The Bill & Melinda Gates Foundation. Since that time, more than a billion dollars have been raised among Rotary clubs worldwide and the Bill & Melinda Gates Foundation. When Rotary International took on the battle against this disease, more than 350,000 people spanning 125 countries were impacted. Today there are three countries left where it has not been eradicated-- Pakistan, Afghanistan and Nigeria.

This year, the Bill and Melinda Gates Foundation has pledged a 2:1 match for every dollar Rotarians raise toward eradication efforts (up to \$35 million/year until 2018). For as little as \$0.60, your donation can make the difference in changing a person's life. Please support your local Rotarians as they brave the icy waters off Gloucester to help eradicate polio in our lifetime. The _____ Club has set a goal at \$_____, to aid in the district's goal of raising \$100,000. The district is utilizing an electronic fundraising process. Supporters are encouraged to log on to _____ and make a pledge to help Rotarians lead the way to eradicate this dreaded disease.

For more information on how the Rotary Club of _____ serves the local and global community, visit _____ or contact the club at _____. To learn more about the global effort to eradicate polio, visit endpolionow.org.

Sample Press Release Post-Plunge

The Rotary Club of _____ to Help Eradicate Polio Worldwide

Monday, February 3, 2014 - To raise awareness and critically-needed funds to fight the crippling disease polio, (# of participants) from the Rotary Club of _____ plunged into the icy waters off of Gloucester as part of the Rotary District 7930's 4th Annual Polar Plunge. The effort raised \$_____, for Rotary International, the volunteer fundraising arm of the Global Polio Eradication Initiative—a public-private partnership that also includes the World Health Organization, the U.S. Centers for Disease Control and Prevention, UNICEF, and the Bill & Melinda Gates Foundation. *(Insert information from the plunge or quote from participant)*

The Polar Plunge comes at an important time in the fight to eradicate polio, which would be only the second human disease to be eradicated. Case numbers of the disease have never been lower, and only three countries (Nigeria, Afghanistan and Pakistan) have never stopped transmission of the wild poliovirus. However, a funding gap means immunization campaigns are being cut in high-risk countries, leaving children more vulnerable to polio. If polio isn't stopped now, the disease could stage a comeback, affecting an estimated 200,000 children every year.

Rotary, a humanitarian service organization with nearly 34,000 clubs in more than 200 countries and geographical areas, made polio eradication its top priority in 1985. Rotary has since contributed US\$1.2 billion, and its members have logged countless volunteer hours to help immunize more than two billion children in 122 countries. Overall, remarkable progress has been achieved in the fight against polio. Since 1988, the number of polio cases has been reduced from 350,000 a year to fewer than 700 cases in 2011. The Americas were declared free from polio in 1994, the Western Pacific region in 2000, and Europe in 2002.

A highly infectious disease, polio still strikes children mainly under the age of five in parts of Africa and South Asia. Polio can cause paralysis and sometimes death. There is no cure for polio, but for as little as 60 cents worth of oral vaccine, a child can be protected from the disease for life. *(Insert 2nd quote from participant)*. For further information on the effort to eradicate polio, visit www.endpolionow.org.



press release

The Rotary Club of Wakefield, MA

For Immediate Release

Freezin' for a Reason:

The Wakefield Rotary Club Raises Over \$5K for Polio Eradication

Wednesday, March 6, 2013

Five members of the Wakefield Rotary Club successfully completed the Third Annual Polar Plunge for Polio to raise awareness and funds for polio eradication. Tom Stapleton, Ed Harding, Terry Holmgren, Shibu James and Amy Luckiewicz were joined by Wakefield High School Senior Alison Marsh and Derry, NH native Kathryn Labranche for the mid-February dip at Long Beach in Gloucester. The team surpassed their fundraising goal by collecting \$5,432. First time plunger Ed Harding explained, "At just 60 cents a vaccine, we wanted to make sure we had an impact. The money we raised translates to 9,053 vaccines for children. It was a great feeling to know we literally had a hand in preventing a crippling disease from affecting a child." The Wakefield Club was just one of 47 district clubs to contribute to the total \$62,000 collected during the plunge event. Club member Terry Holmgren commented, "It was overwhelming to see how many people from all over the district participated in this event. I was amazed to see people of all ages and travelling many miles came to jump into frigid water for a cause." The club also received Rotary District and Zone acknowledgements for raising the most money for the event. Rotary District Polio Chair Bob Gravino recently visited the club to recognize the team's first place with "Wakefield #1" buttons that members can wear to special events.

The Rotary Foundation continues its campaign to make polio the second disease in history to be eradicated. Pakistan, Afghanistan, and Nigeria, continue to be threatened by the painful and crippling disease. Funds from the Polar Plunge will be directly applied to vaccines, safety for health care workers, vaccination teams, and awareness campaigns. Club President Amy Luckiewicz explained, "When we told our friends, family and co-workers what we were planning on doing, people either had memories of polio scares from childhood or had no idea it still exists. The truth is, the planet is 99 percent polio-free but the last 3 endemic countries are the hardest." In fact, serious challenges remain to vaccinate the final one percent including domestic conflict, geographical barriers, and access to information. The Rotary Foundation has led the efforts to eradicate polio since 1985 and has developed strategic partnerships including The World Health Organization, UNICEF, Center for Disease Control, international advocates, and local governments. The Bill and Melinda Gates

Foundation continues to be the largest financial supporter for the eradication effort and has provided grants totalling \$555 million to The Rotary Foundation for vaccination and awareness campaigns.

In an effort to continue the awareness campaign, WCAT will be producing a show about the event. Check WCAT for airing dates and the club's website www.wakefieldrotaryclub.org for updated videos and information on the ongoing worldwide efforts to eradicate polio.

Bill & Melinda Gates Foundation and Global Partners

Rotary and the Bill & Melinda Gates Foundation are extending their partnership during the critical end game phase of the Global Polio Eradication Initiative.

From 2013 to 2018, every US\$1 Rotary commits to WHO and UNICEF in direct support for polio immunization will be doubled (up to US\$35 million per year) by the Bill & Melinda Gates Foundation. The fight to end polio is a massive effort that Rotary and its partners cannot do alone. Only one other human disease, smallpox, has ever been eradicated.

With your help, we can make history today by ending polio. Communicate the partnership between us and other agencies to your donors and media. When calculating the cost of a vaccine, be sure to include the Gates pledge.

Funding Infographics

A variety of infographics are available for free download at endpolionow.org



MAKE YOUR MONEY WORK 3 TIMES AS HARD

Rotary and the Bill & Melinda Gates Foundation are extending their partnership during the critical endgame phase of the **Global Polio Eradication Initiative**.

Find out how your donation can **triple** your impact!

LEARN

→ [ENDPOLIONOW.ORG](https://endpolionow.org)

MAKE HISTORY TODAY

→ [ROTARY.ORG/CONTRIBUTE](https://rotary.org/contribute)

