

Join fellow Rotarians,  
Rotaractors, Interactors  
and friends of Rotary  
who are plunging  
into the Atlantic Ocean  
on February 1st, 2014  
to help eradicate polio.

4th Annual

**POLAR  
PLUNGE**

Rotary



**2014**

# Guide to Success

# 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](http://ENDPOLIONOW.ORG)

**MAKE HISTORY  
TODAY**

→ [ROTARY.ORG/CONTRIBUTE](http://ROTARY.ORG/CONTRIBUTE)



Rotary  
District 7930



**END  
POLIO  
NOW**

# **Sign up to Plunge**

Click this link to register at Fundraise.com

<https://www.fundraise.com/activity/the-rotary-foundation-of-rotary-international/rotary7930-polar-plunge2>

1. If you were registered to plunge last year, click on the LOGIN button and enter your username (email) and password.
2. If you are a new plunger, choose your team (Rotary Club), enter your name and email address and click on SIGN UP.
3. Once you are on your page you can edit the text to make it your own, add photos, and change your personal goal. Click PUBLISH when complete.
4. Share your fundraising on Facebook, twitter and via email by clicking on the appropriate icon and follow the instructions.
5. Ask your friends and family to like and share your post(s) on a regular basis. This will help broaden your reach and increase your donations.
6. Make your own personal pledge.
7. Record offline donations regularly so you can get an update on your progress and the district totals will update as well.
8. Follow the guidelines in this packet to help you succeed in your goal.
9. Visit the Polar Plunge site page at rotary7930.org or click on this link:

<http://portal.clubrunner.ca/50227/SitePage/2014-polar-plunge-to-eradicate-polio>

# **Donate to a Plunger**

Click this link to donate to a plunger at Fundraise.com

<https://www.fundraise.com/activity/the-rotary-foundation-of-rotary-international/rotary7930-polar-plunge2>

1. Search for your team either by entering the town where the Rotary club is located in the SEARCH box or scroll through the listing on page 1 or 2.
2. Click on the VIEW OR DONATE button, and select the plunger that you would like to donate to by clicking on the DONATE NOW button.
3. If you would like to pay by credit card, please enter the required information into the form including your pledge amount, your first and last name, email address, billing address, billing zip and credit card information. Check the box “accept terms of service” and confirm your pledge by clicking on SUBMIT DONATION.
4. If you would like to pay by cash or check, please let the plunger know and they will record on the tracking sheet and enter the offline donations into Fundraise.com.
5. Support your plungers by seeking other donations through personal contact, social media and any other methods that will help them reach their personal goal and the overall club and district goals.
6. Go to Long Beach in Gloucester to cheer on the plungers on February 1st, 2014. Be there by 11:30 am so you will not miss the excitement!

## Sample Press Release Pre-Plunge

### *Freezin' for a Reason:*

The Rotary Club of \_\_\_\_\_ is jumping into the Atlantic Ocean for Polio Eradication on Saturday, February 1, 2014 at 11:15am as part of Rotary District 7930's 4th annual Polar Plunge at Long Beach in Gloucester. 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. More than 1.2 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](http://endpolionow.org).

## Sample Press Release Post-Plunge

### *The Rotary Club of \_\_\_\_\_ is committed to Helping Eradicate Polio!*

Monday, February 3, 2014 - To raise awareness and critically-needed funds to fight the crippling disease polio, \_\_\_\_ Rotarians 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](http://www.endpolionow.org).

# Fundraising Recommendations

## Create Club Goals and Engage All Members

### **Request Cash Donations from Members and Friends**

### **Create Public Awareness through**

1. Send Pre-Plunge Press Release to local papers
2. Create and update Facebook Posts
3. Create and update Website Postings
4. Post and email public service announcements

### **Club Engagement**

1. Get Plungers or Virtual Plungers to participate
2. Engage Foundation Chair, Polio Chair or other Rotarian
3. Have non plungers secure donations
4. Ask members to like and share Facebook posts

### **Team**

1. Support Plungers with donations, inspiration and support
2. Secure Sponsors to offset event costs
3. Ask friends and family cheer you on at the event

### **Donation Goals**

1. Establish your Club's Goal - \$2,500 Minimum
2. Set your Individual Goal - \$500-\$2,500 (Free tshirt at \$500)  
(Interactors receive a free tshirt at \$100)
3. Create competition with neighboring clubs

### **Record Pledges**

1. Keep track of pledges on tracking sheet
2. Enter into Fundraise.com (Cash, Check or Credit Card)

### **Prepare for the Plunge!**

1. Pack bathing suit, extra socks, towels, blanket etc.
2. Arrive at Long Beach in Gloucester before 10:30 am
3. Plunge to your heart's content

### **Post Event**

1. Post Event Press Release
2. Thank you notes to donors and sponsors
3. Save the Date for the 2015 Polar Plunge

## Timeframe

Ongoing

Immediately (Attached as a fillable pdf)

As soon as you have a plunger or plungers (Use widget from Fundraise.com)

Ongoing

Visit [www.youtube.com](http://www.youtube.com) and search for World Polio Day 2014 and End Polio Now

Now through January 31st

Immediately, they can help manage the event for the plungers

Now through February 1st

As often as possible

Always

Now through January 15th to be included in signage and on tshirts

Every time you get a chance, ask them to make any size pledge

If every club sets a \$2,500 goal, the district goal would exceed \$120,000

With 5 plungers per club at a goal of \$500, our district would hit \$120,000

The Interactors really get the rest of the plungers inspired at the event

This can be a great way to spur on your plungers and your club

Always carry the sheet with you and record all necessary information

You can update Fundraise.com regularly and have donors make pledges directly

Be prepared to insure your safety. Have friends and family provide assistance

The plunge will officially start at 11:45 am and will be over very quickly

Go in only as far as you are comfortable and stay in only as long as is safe

Right after we get the final total and you know your club's total

Within a week of the event

As soon as it is announced

## Team Member

