

Hello Rotarians,

Does your club have a plan to celebrate World Polio Day on October 24? What will you do to highlight this important day - a watch party, a proclamation from the city government, a speaker at your weekly meeting, and/or a fundraiser? The attached document has a long list of links to help you find example activities, to plan your WPD activities, to register your activities, to tell others about WPD and your activities, and to share photos.

Work with the club to determine how the club will celebrate World Polio Day 2021, and then choose materials from the resource center and other links to help you.

As important as it is to plan your club's event, it is also important to try to promote the event among your club members and the local community. We want everyone to understand that we are so close to eradicating polio from our planet. Please plan something to help celebrate the day and share that with us.

Find example events: <https://www.endpolio.org/world-polio-day#findEvent>

Register your event: <https://www.endpolio.org/register-your-event>

Share your #MyEndPolio Photo: <https://www.endpolio.org/world-polio-day#myendpolio>

A great deal of material for World Polio Day 2021 is available on the End Polio Now website (<https://www.endpolio.org/world-polio-day>). You can go to this link to access all of the items listed below. The links are active in this file and the attached page, so that you can click on any of the highlighted materials and you should be taken to that material on the website.

The End Polio Now site offers an extensive [Resource Center](#). The resource center provides material in the areas under the categories of: [Infographics](#); [Banners & Posters](#); [Videos](#); [Education](#); [Social Media](#); [Event Materials](#); [Brand Center](#)

Examples of some materials available: <https://www.endpolio.org/resource-center#see-more>

- A fact sheet – Rotary and Polio – that can be the foundation for a media contact;
- A sample press release – that can be customized for your event;
- A template for an official proclamation for World Polio Day;
- Images for social media to promote the World Polio Day livestream event;
- Brochures explaining why polio must be eradicated;
- Video materials;
- Event planning materials;
- Infographics; and more!

HOW CAN YOU TAKE ACTION FOR WORLD POLIO DAY 2021?

HOST

- Organize a community event with club members, friends, and family members to observe World Polio Day. Invite local media representatives, officials, and other leaders to participate, and use the opportunity to introduce them to Rotary. See next page for event and fundraiser ideas!
- Create a fundraiser to collect donations for Rotary's PolioPlus Fund. Every dollar raised is matched 2-to-1 by the Bill & Melinda Gates Foundation. Top Raise for Rotary fundraisers for World Polio Day will be featured on My Rotary!

- Register your club's participation and tell us how you're engaging with the global Rotary community.

WRITE

- Propose a story about World Polio Day and your club's contributions toward eradicating polio to your local newspaper and other media outlets. Submit your World Polio Day event to the calendar section of local publications or newsletters.
- Send a letter about the importance of ending polio to the opinion or features editor at local media outlets.
- Write to your government officials and ask them to continue supporting polio eradication efforts.

SHARE

- Use the sample posts from the World Polio Day Toolkit on your social media pages.
- Use the #EndPolio and #WorldPolioDay hashtags to follow and join the global conversation on social media.
- Follow @EndPolioNow on Facebook and Twitter, and visit the World Polio Day page on endpolio.org for updates.
- Share downloadable videos and marketing materials from the Resource Center on endpolio.org.
- Use Rotary's Brand Center to create a People of Action social media post about ending polio that promotes your club's events. (Just sign in, hover over Ads, and choose Online. In the options on the left, choose Fighting Polio.)

VIEW

- Mark your calendar to watch the Rotary International Online Global Update on 24 October and share the event on your social media pages.
- RSVP to the Online Global Update on Facebook and see who else is participating.
- Get early access to see a downloadable program by registering your World Polio Day event by 14 October.

Thank you for all that you do to make your Rotary club a critical part of your community.

Chuck Lubbers

Public Image Committee - [District 5610](http://District5610.org)
www.vermillionrotaryclub.org
chucklubbers@gmail.com