

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?

Work with your club to determine how your club will celebrate World Polio Day 2022, 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.

A great deal of material for World Polio Day 2022 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](#)

HOW CAN YOU TAKE ACTION FOR WORLD POLIO DAY 2022?

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.
- Create a fundraiser to collect donations for Rotary's PolioPlus Fund.

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](https://www.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.

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

Public Image Committee - [District 5610](#)