

World Polio Day Resources – 2023

Does your club have a plan to celebrate **World Polio Day on October 24**? Do you have a personal plan? The big day is just a few weeks away and it's time for all clubs and individuals to develop a plan to help spread the word about Rotary's work to end this horrible disease and to celebrate the wonderful work so far.

This document provides a wide variety of options for clubs and individuals to celebrate **World Polio Day on Tuesday, October 24**.

A large number of resources are available on the End Polio Now website (www.endpolio.org/world-polio-day). Most of them are ready to be used, so they require no work on your part. Some can be customized for your event or local media. You can visit the resource center (<https://www.endpolio.org/resource-center#see-more>) to choose which resources you want to download. The resource center provides an array of materials, including banners, posters, news releases, sample proclamations, invitation templates, fact sheets with program information, and social media messages.



Rotary International's Brand Center (<https://brandcenter.rotary.org/en-GB>) also has images, videos, etc. that talk about the polio eradication initiative. It is truly amazing how many resources are available. Please let me know if I can help you to access any of the information.

At the bottom of the message, there are suggestions of what you can do to celebrate World Polio Day 2023! Review those ideas and search for others. Work with the club to determine how you will celebrate the day, and then choose materials from the resource center and other links to help you.

A Few Ideas for Celebrating World Polio Day:

SHARE

- Share the sample social media posts from the World Polio Day Resource on your social media pages (www.endpolio.org/resource-center#social-media).
- Use the **#EndPolio** and **#WorldPolioDay** hashtags to follow and join the global conversation on social media.
- Follow **@EndPolioNow** on Facebook and visit the World Polio Day page on www.endpolio.org for updates.
- Share videos for World Polio Day to your social media accounts <https://www.endpolio.org/resource-center#video>.
- Update your Facebook cover photo using the graphics provided.
- Use the Rotary **Brand Center** to create a People of Action End Polio Now ad digital ad to share online that promotes your club's local events.
- Create a **Raise for Rotary** online fundraiser for End Polio Now and share it on your social media pages.

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.
- Organize a viewing party for friends and club members to watch the World Polio Day events.
- Invite local media, officials, and leaders to introduce them to Rotary.
- Dedicate a club meeting to World Polio Day and update your website with the event details.
- Create a fundraising or community event. Every dollar raised is matched 2-to-1 by the Bill & Melinda Gates Foundation.
- Register your event (<https://www.endpolio.org/register-your-event>) and tell us how you're participating with the global Rotary community.

Write

- Pitch a story about World Polio Day and your Rotary club's contributions to polio eradication to your local newspaper. Submit your World Polio Day event to the calendar section of local publications.
- Write a letter to the editor of your local newspaper about the importance of ending polio. Send it to the op-ed or editorial features editor for consideration.
- Write your government officials asking for their continued support of polio eradication.

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

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