

# The Purple Pinkie Donut Project



## What is the 'Purple Pinkie' Donut Project?

On Tuesday, October 20<sup>th</sup>, in early celebration of World Polio Day, Dunkin' locations in Tennessee, Alabama and Mississippi are partnering with Rotary Districts 6760, 6780, 6800, 6860, and 6880 to host a fundraising event for End Polio Now!

For every \$2 donated to End Polio Now! through the Purple Pinkie Donut Fundraiser participants will receive a free Purple Pinkie Donut—a glazed donut stick, topped with a dab of purple icing—as a thank you. Through generous matching funds from Rotary districts and The Gates Foundation each \$2 donation becomes a total donation of \$18 to help eradicate polio.

Success of the program is driven by Rotarians who pre-order 10-count boxes of “Pinkies” for a \$20 donation per box. The Purple Pinkie Donut Project has generated more than \$600,000 in donations to End Polio Now! in the first two years. Our goal for 2020 is to raise \$1 Million.



## Why 'Purple Pinkie'?

In countries where the threat of polio remains high, every child under 5yrs. receives polio vaccine by mouth twice per year during events called “National Immunization Days.” When vaccinating millions of children in a very short period of time it is impossible to document which child has received the vaccine, so every child vaccinated has the little finger (pinkie) nail of their left hand painted with an indelible purple marker. Local communities recognize that children with “purple pinkies” will never get polio which is cause for great celebration.

Over time the “Purple Pinkie” has become an international symbol of a polio free world.



## How can you help to End Polio Now?

Pre-order 10-count boxes of Purple Pinkie Donuts at [www.purplepinkiedonuts.org](http://www.purplepinkiedonuts.org). For every \$20 donation, you will receive a box of 10 purple pinkie donuts and, thanks to all the matching funds, \$180 will be donated to End Polio Now!

- Visit [www.purplepinkiedonuts.org](http://www.purplepinkiedonuts.org)
- Click on your district’s map to access the pre-order form
- Include the name of your club on the pre-order form to receive Paul Harris credit (your Rotary member number is also helpful, but not required, if you don’t have it handy)
- Watch your donation multiply by a factor of nine and make a huge impact in the fight to End Polio Now!

The screenshot shows the website interface for pre-ordering Purple Pinkie Donuts. It features a header with the project name and a promotional message: "Pre-Order Purple Pinkie Donuts or Donate below, thanks to generous matching funds, each \$1 donated becomes \$9." Below this, there are four maps of the Southern United States representing Rotary Districts 6760, 6780, 6800, and 6860. Each map is labeled with its district number and includes a link to the pre-order form. At the bottom, there is a "Purple Pinkie Order Form District 6780" which includes a date for Purple Pinkie Day (October 20th, 2020), a description of the matching funds, and a form for entering an email address.

Pre-Orders will be accepted through Friday, October 16<sup>th</sup>.

# Several of easy ways to participate:

## Place an order:

1. Fill out the digital order form at [www.purplepinkiedonuts.org](http://www.purplepinkiedonuts.org)
2. Send an email to [PurplePinkies@bluemontgroup.net](mailto:PurplePinkies@bluemontgroup.net) including the following details:
  - Number of boxes of Purple Pinkie Donuts (\$20 donation per box of 10 Purple Pinkie Donuts)
  - Name of the person picking up
  - Phone and email for person picking up
  - Dunkin' location and time where/when order will be picked up
  - Name of your Rotary Club and Rotary Member Number (if available), to receive Paul Harris credit.
3. Designate one person in your club to collect orders from all members and compile a list of orders and pick-up locations.
  - Printable Group Order Form:
  - Preferably, this option will be used when one or two designated Rotarians are picking up multiple orders at one or two location(s)/time(s) and bringing the collected funds to the Dunkin' location.
  - Please scan or email a picture of the completed form and name of the person picking up the order(s) to [purplepinkies@bluemontgroup.net](mailto:purplepinkies@bluemontgroup.net).
4. Feel free to email [PurplePinkies@bluemontgroup.net](mailto:PurplePinkies@bluemontgroup.net) with any other Purple Pinkie Donut Day related questions.

Name	# of Boxes / \$ Donation Pledge	Pick Up Location	Pick Up Time	Member #	Paid Yes/No

Club name: \_\_\_\_\_

## Donations without Donuts:

1. Rotarians, family and friends can visit participating Dunkin' locations on October 20<sup>th</sup> and make donations by cash or credit card and let the crew know they don't need donuts.
2. Rotary clubs may collect donations and send a check to Bluemont Group.
  - Checks should be made out to the Rotary Foundation and mailed to:  

Bluemont Group  
attn PurplePinkies  
PO Box 11286  
Knoxville, TN 37939
  - The following information must be included to ensure Rotarians receive PHF credit for the donation:
    - Rotarian Name
    - Amount Donated
    - Rotary Member Number
    - Club Name

**Purple Pinkie Donations without Donuts**

For Rotarians who aren't interested in donuts but would still like to participate in the Purple Pinkie Donut fundraiser and turn \$20 into \$180, Rotary Clubs may collect donations and submit a check payable to Bluemont Group to:

Bluemont Group  
Attn Purple Pinkies  
PO Box 11286  
Knoxville, TN 37939

To ensure Rotarians receive Paul Harris credit for their donations, the following information must be provided along with the check from the club.

District Number: \_\_\_\_\_ Club Name: \_\_\_\_\_

Name	\$ Amount Donated	Rotary Member # (if available)