

PINTS FOR POLIO - THE QUICK-AND-DIRTY

WHY: 3 Reasons: Designed to raise funds for Rotary's End Polio Now campaign; to generate renewed emphasis within our club for Polio efforts; and to provide an opportunity to put Rotary's name out in the community associated with a well-known cause.

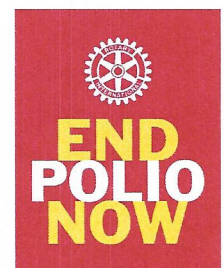


WHEN & WHAT: We focused on contacting local bar owners who would set aside, at no cost, reserved space for us in their establishment on Wednesday October 2, 2014. This date coincided with clubs in the San Antonio area who were doing their own P4P events on the same night. The idea was to synchronize publicity, but that never really materialized. The Austin Ale House, prominently situated on 6th and Lavaca and providing great banner signage opportunities, offered us the space, and also offered a 15% "rebate" on all bar sales during the hours of our event.

HOW: We promoted the event in a variety of ways: 1) We publicized it to our club via podium announcements, newsletter mentions and flyers on luncheon tables for 2-3 weeks prior to the event. 2) We took custom photography and shot video at the location, which formed the basis of our media kit. 3) We sent press releases to local media, including the major TV stations, radio stations and print media, including *Austin Business Journal*, *West Austin News*, *The Austin Chronicle* and *Austin American Statesman*. 30-second PSA clips were included to broadcast outlets. 4) We created a Facebook page (PintsForPolioAustin) and encouraged widespread sharing of the links. 5) On two occasions we emailed all Presidents in D5870 and encouraged their attendance and/or participation. We had great responses from many of the clubs asking for more information.

HOW MUCH: On our Facebook page, club emails, flyers, etc. we reinforced the "why" of this event and encouraged financial support in one of two ways: a) direct contributions to the ARCF and 2) the purchase of logo's buttons, glasses, and/or t-shirts. We sold these items for 3 weeks leading up to the event at our club luncheons.

The evening of the event, we had about 30 RCA club members, plus about another 25 Rotarians from 11 other clubs in attendance. Another approximately 40 non-Rotarian guests attended. We raised, from all sources, just over \$3300 for the first-time event, which when contributed to TRF-Polio Fund got tripled by the Gates Foundation Challenge for a total amount raised of just over \$10000.



WHERE NEXT: The project ideally needs to be coordinated among multiple clubs in the District. Passionate champions of the event need to be identified by each club for next year. It could very easily become the single largest District-wide fundraising event in D5870, with very low manpower requirements, resulting in the generation of huge public awareness for Rotary and its efforts around the District.

