



End Polio Now: Countdown to History Fundraising Ideas

- **Purple Pinkie Project:** Millions of children in endemic countries know that a freshly painted purple pinkie means freedom from Polio. When local community members make a \$1.00 contribution to PolioPlus, Rotary volunteers mark their pinkies with the same gentian violet used around the world on NIDs (National Immunization Days). The purple pinkie is a personal symbol of helping one child become free from Polio forever. For more information, visit the following website:
http://www.rotary6940.org/uploads/District_Purple%20Pinkie%20Project%20Handbook.pdf
- **Celebrate a Big Day:** Rather than exchanging gifts for a special occasion, request that friends and family make a contribution to PolioPlus.
- **Raffles Big and Small:** Raffle off a car, a seven-night cruise or four tickets to a local event such as a basketball game or a concert. Clubs can have a weekly raffle for local restaurants or area businesses.
- **Skip a Meal:** At your Rotary Club meeting, opt to skip the meal and donate the cost to PolioPlus.
- **Host Rotary Night:** Arrange with your local ball clubs and host a Rotary Night at the ball game. Both major and minor league teams have pitched in to help Rotary “strike out Polio”. Auction off throwing out the first pitch. Set up a booth in the ball park with information on Rotary and PolioPlus.
- **Organize a walk-a-thon, bike-a-thon or skate-a-thon:** Find Rotarians, Rotarian Fellowships, athletic groups or other community members who want to participate and ask them to solicit pledges for miles or kilometers walked, pedaled or skated.

- **E-bay auction:** Ask Rotarians, friends and family to clean their attics and basements of items (clothing, jewelry, furniture, housewares in good condition) they wish to give away. Collect the items and list them for auction on E-bay. Enlist the help of techno-savvy Rotaract and Interact clubs to take electronic photos of the items and post them on-line.
- **Plan a Special Event:** dinner, golf tournament, festival, picnic, wine tasting, Valentine's Day dance, silent auction, sports competition are just a few suggestions that could draw participation from Rotarians and other members of the community.
- **Create a special item for sale:** CDs, cookbooks, ties, teddy bears, and mugs are only some of the items that have been sold to raise funds for PolioPlus.
- **White elephant gift auction:** after the holidays, ask club members to donate "white elephant" gifts that they do not want or need. Auction these items off at a club or district meeting to raise money for Polio!
- **Pennies for Polio:** a great way to involve non-Rotarians in the district. Rotarians and their friends and families place coin-collection cans or boxes in local businesses, schools, and homes. All proceeds are combined and donated to Polio.
- **Movie Night:** Work with local cinemas to organize a movie night where the proceeds (or part of the proceeds) from admission are donated to Polio. Publicize the event in the paper, on the radio and in all Rotary Clubs in the area and encourage family members, friends and non-Rotarians to attend.
- **Million Dollar Dinner:** Arrange to have a dinner with a Rotary Senior Leader, local celebrity, or District Governor. Invite guests who are able to make a significant gift to PolioPlus.
- **Fireside Chat:** A local Rotarian invites other members from the District to his or her home for an update on Polio eradication and an opportunity to discuss making a major gift. This event may be hosted by a Rotary officer or a Major Donor.
- **Organize a Rotary Run for Polio Eradication:** Solicit corporate sponsorship to cover the costs and raise funds by charging a registration fee for runners. Consider having team or age-category competitions.
- **Iron Lung display at community event:** work with volunteers and Rotarians, publicize, give people an opportunity to donate to polio. This also attracts members.

- **Booth at local fair:** use event to educate people about polio perhaps with stories and videos from polio survivors. This might attract interest from newer and younger members of community.
- **Cornholio for Polio (cornhole tournament):** Grand prize for winner (hopefully donated). Entry fees for players goes to The Rotary Foundation for polio. Also serves as public awareness campaign. Members should be present to talk to prospective members about polio and Rotary membership.
- **Pints for polio:** Create a recurring club video where club members discuss the importance of our Polio Plus program and run the video prior to the event. Engage with community organizations such as chamber, especially organizations that the club collaborates with. Create a contest among members for the most attendees. This is typically a pub crawl type of event that takes place in restaurants, bars, breweries and distilleries. Participants donate an amount per drink or in total at various places around the district on the same night. Event is usually held the Saturday closest to World Polio Day in October. Alternatively, you can use pints of ice cream in a Pints for Polio fundraiser.
- **Pop stars for polio performance:** During intermission, set up a wheelchair obstacle course to demonstrate life in a wheelchair.
- **Sell bracelets for polio at \$XXX each:** Inform purchasers those dollars are matched 2 to 1. Have a contest among club members for selling the most bracelets with the winner receiving a prize (hopefully donated). Publicize by short video clips on social media with articles in local media. In publicity articles, provide links where people can make donations using Venmo, PayPal.
- **Bowling tournament:** Call it Strike Out Polio or Pin Down Polio. Make it family friendly and publicize by local radio station and broadcast from the bowling alley highlighting what local clubs are doing to end polio. Conduct a contest where the person who brings the most prospective members wins a prize. The contest could include extra points for soliciting donations.
- **Battle of the Bands:** During the performance, present a polio survivor testimonial. Engage Interactors to help publicize. Publicize the whole month of October. Create table tents to inform attendees about polio and the dangers of it and distribute to local businesses such as restaurants. These tents could possibly tie in the pandemic to polio.

- **Polio Posse:** Sell badges for minimum of \$25 and have contest among small, medium and large-sized clubs in your district for raising the most dollars per capita. Award that club president a PHF.
- **Pilsner and Pizza for Polio:** This works well with younger crowds.
- **City proclamation honoring World Polio Day with a chili dinner to raise funds and awareness.**
- **Weekly 50/50 Raffle:** At each meeting, the winnings are split, half for Polio.
- **Matching Points Campaign:** Starting on October 24 (World Polio Day) and running through mid-November. A member or members contribute Foundation Points, then a cash contribution of \$100 to \$500 earns a like number of points.
- **Light up the city for Polio.**
- **Program on Polio for your club meeting.**
- **Flag programs.**

Reminders

- 1. Ensure to launch a strategic media campaign before your polio event. It is very important to continue reminding members and community of the importance of the impact that polio had by bringing in survivors to share their experiences. Remind all that many vaccine distribution systems were modeled after Rotary.
- 2. There's a wealth of resources available on the End Polio website and in the Rotary Brand Center to help promote your World Polio Day event. Visit www.endpolio.org/resource-center and www.brandcenter.rotary.org to learn more. Download the End Polio Now Logo Visual Guidelines in the Brand Center under Logos – Using Rotary Logos.
- 3. Share your World Polio Day Celebration with the world by registering your event at www.endpolio.org/register-your-event.
- 4. Have fun!