



Radio

Television

Newspapers

Billboards

Polio5060.com

The Story behind the Campaign

Rotary is currently engaged in the Gates Foundation Challenge to raise \$200 Million by 2012. That amounts to about \$6,000 per club, worldwide.

Instead of clubs just writing cheques, RI is encouraging clubs to get the public involved, both from a monetary stance and from an educational stance.

Each club could create it's own campaign of bake sales, car washes or other fund raisers to do their part, but this takes more effort if you have to spend time educating each donor.

At PETS in March 2009, a group of president elects from the South Okanagan discussed creating a shared campaign that would include common public relations efforts of radio spots, newspaper articles, TV news, websites, twitter posts, billboards, etc. The idea was that if there was a strong, coordinated, short campaign to educate the public, then it would make it easier for each club to raise their funds.

We decided we were lazy and wanted a campaign that was very effective in getting the word out, helping people to act on their own. We were looking for the maximum effect with the minimum effort to get in peoples minds and wallets.

To make it easy for the public to donate, the plan was to leverage the media campaign with website credit card donations, donation bins at local businesses and have a few stores collect donations at their cash registers. And now a new option of texting donations from cell phones is available.

We wanted to coordinate the campaign in such a way that we prevented overlapping events between clubs. We're didn't want to instruct the clubs what projects to take on, but we did want to avoid conflicts like having all the clubs show up at the mall on the same Saturday morning.

And at the end of the campaign, we wanted to have a large, fun, exciting celebration. The benefits of the campaign would not only be that we could raise a lot of money for Polio quickly and get it over with, but also we could raise the profile of Rotary and help with member recruitment and retention.

Since starting this process, it has now spread from the South Okanagan to the entire Okanagan and now we have strong interest from the rest of district 5060 on the Canadian side.

Polio5060 Campaign

March 2010



1985
350,000 Cases
125 Countries



2009 to Sept 9th
969 Cases
4 Countries



22+ Clubs

This is a co-ordinated and shared effort of the 22 Rotary Clubs from Osoyoos to Vernon. All the monies collected from all the events will go into one big pot to be split equally with all the clubs as their donation to the RI Polio Campaign.

Big Start

On Monday, March 1, 2010, we want to see all Rotarians wearing Rotary at Work shirts, carrying End Polio Now picket signs on the streets during rush hour from 7 am until 9 am. This will kick off the campaign in a big, newsworthy way.

Co-ordinated Publicity

By having a focused, co-ordinated publicity campaign, we can gather and focus on the events each day and share them with the newspapers, radio, TV, Facebook, Twitter and Websites in a stronger fashion than any one club can.

Polio Survivor Stories

There are many local Polio Survivors that each have a story to tell. Many young people have never heard of Polio and these stories will help to make the campaign personal.

Retail Partnerships

We have developed a partnership with many London Drug and IGA stores that will have in-store promotions and will collect donations at the cash register. Other businesses will be encouraged to have a donation box for loose change.

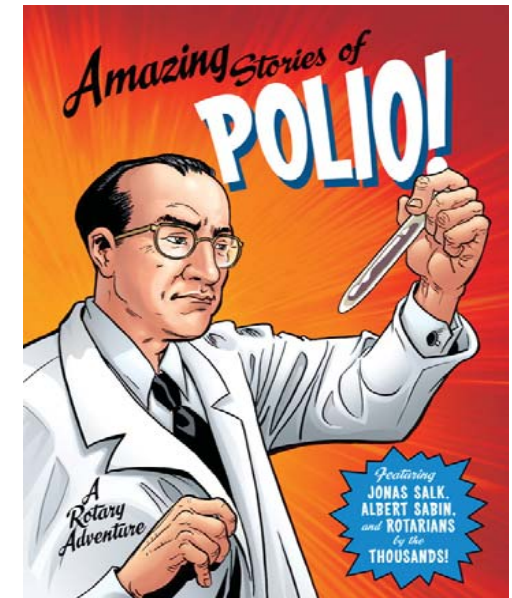
Local Events

We are encouraging each club to host one local event such as a pancake breakfast, dinner, competition or other method to engage the public.

The 'BIG EVENT'

On April 3rd, 2010, after the month long campaign is over, we will have a huge party at the South Okanagan Events Center in Penticton. We will have several bands and artists come and play their music. We're looking to sell 5,500 tickets at \$50 each with a net profit of \$200K. This is in addition to all the other donations. We want to raise a lot of money AND have a lot of fun doing it.

Can we get the Amazing stories of Polio published in newspapers or as books distributed to schools?



Donations by text messaging now available in Canada and we have started the application process. Billboards will advertise this fact.

