

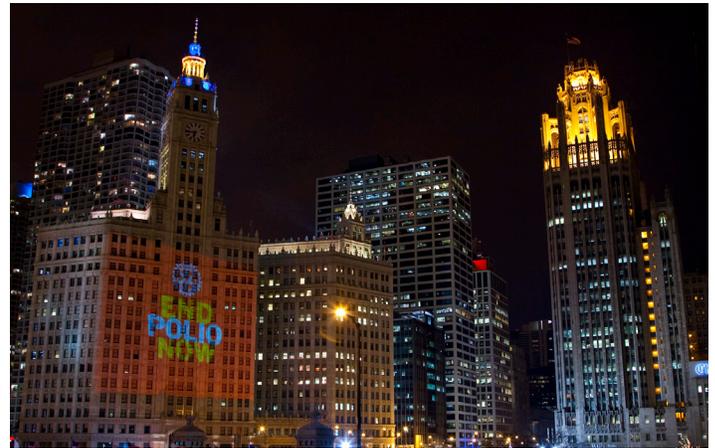


WORLD POLIO DAY EVENT PLANNING

GUIDE

This guide is a tool to help you determine how to plan an event to drive awareness for World Polio Day and polio eradication efforts. It provides thought-starter ideas and a checklist to begin planning. It also identifies resources to help you execute a successful event.

Register your event at www.endpolio.org/worldpolioday.



1

DETERMINE THE TYPE OF EVENT YOU WANT TO HOLD

You may want to consider:

Becoming an exhibitor at an event: Reserve space at a local farmers market, block party, convention, etc., and secure a booth or table in the exhibit area. Plan on having other volunteers to help staff the booth and hand out materials about Rotary and World Polio Day.

Sponsoring a major event in town: Perhaps you can sponsor or create an annual run/walk and name it the World Polio Day Marathon. Create an event that will naturally incorporate the issue into the fabric of the community.

Establishing a one-day World Polio Day festival:

Organize a one-day festival with music and local artists, food from local restaurants, and booths representing businesses in your community. Be sure to have your local Rotary members on hand throughout the day to speak with attendees about what Rotary is doing to end polio globally. Establish a way to collect emails and phone numbers of attendees — these will be valuable resources for spreading awareness.



2

PROMOTE YOUR EVENT

To promote awareness about Rotary's role in polio eradication efforts:

Host a presentation in the community: Attend a meeting or event of another association or organization and give a presentation about Rotary and World Polio Day. Make sure to bring membership and club materials and brochures to hand out to attendees so they learn more about how they can get involved. Remember to invite interested community members to your next meeting.

Co-host an event with another organization:

Cross-promotion is a great way to grow awareness. Host an event with a like-minded organization or association that gives both of your members an opportunity to network and learn more about how they can get involved.

To promote fundraising for World Polio Day:

Host an artisan market: Invite local artists and designers to come and sell their work. The vendors can pay a fee for space and your club can take a small percentage of sales. Use your resources and connections to really hold your event to a high standard. Invite local chefs or restaurateurs to serve small samples of their food and drinks to get people in the door.

Host a fundraising event with a silent auction: Sell tickets to a full-service event that includes fun, food and beverage, dancing and an engaging speaker with a connection to Rotary and World Polio Day. A great way to drive additional funds is to add a silent auction. Gather packages and items from corporations and community partners or even feature professional services from your members.



To promote community engagement:

Invite a speaker to your event: Host local corporations, professionals, community activists, and leaders to speak at your event. Have them share why polio eradication is important to the community and the world. This will raise your event's profile among other influencers in your community and could lead to much larger and long-term partnerships.

Host a panel event: Invite thought leaders to participate in a panel discussion about polio and global health issues. Potential speakers could include representatives from local organizations, polio survivors, academic or professional experts, politicians, and Rotary members. Other tips for success: Include an interactive segment in the panel discussion, and invite exhibitors related to the issue to host a booth so community members have a place to get more information, network, and socialize.



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ASSESS YOUR RESOURCES

Once you have chosen the type of event you want to host, begin to assess the resources available to execute it. You'll need to consider factors such as available time, money, materials, and people to support the event properly. Here is an example of a project timeline and checklist to get you started.

Sample event planning guide timeline

| TIME FRAME | TASKS |
|--------------------|--|
| 18-12 weeks before | <ul style="list-style-type: none"> <input type="checkbox"/> Create event plan (topic, audience, speakers, sponsors, promotional plan, venue) <input type="checkbox"/> Book venue <input type="checkbox"/> Build team and assign roles <input type="checkbox"/> Speaker outreach <input type="checkbox"/> Sponsor outreach <input type="checkbox"/> Bid out vendors (graphics, printer, audio visual, catering, music, photographer, etc.) <input type="checkbox"/> Create a distribution list for promotional materials <input type="checkbox"/> Take an inventory of existing marketing materials for re-use and determine new items that need to be created <input type="checkbox"/> Begin designing your promotional items <ul style="list-style-type: none"> • Event sign-up page • Event poster • Flier • Social media graphics • Email campaign • Videos • Other advertising materials • Materials for a Rotary booth at the event (pop-up banners, branded table cloth, and collateral materials) • Signage for the event space (banners, photos to exhibit, backdrop, etc.) |
| 12-8 weeks before | <ul style="list-style-type: none"> <input type="checkbox"/> Send out invitations <input type="checkbox"/> Begin promoting the event <input type="checkbox"/> Deliver invitations and promotional materials to speakers and partners to distribute to their networks <input type="checkbox"/> Post your event listing on other external sites <input type="checkbox"/> Deliver promotional materials and talking points to other key influencers in your network |

| TIME FRAME | TASKS |
|------------------|--|
| 8-6 weeks before | <ul style="list-style-type: none"> <input type="checkbox"/> Email reminder <input type="checkbox"/> Start phone campaign to key audience targets <input type="checkbox"/> Continue to distribute promotional materials |
| 6-4 weeks before | <ul style="list-style-type: none"> <input type="checkbox"/> Email reminder <input type="checkbox"/> Work with speakers to get their materials or presentations <input type="checkbox"/> Develop the host organization presentation <input type="checkbox"/> Continue promoting event |
| 2 weeks before | <ul style="list-style-type: none"> <input type="checkbox"/> Email reminder <input type="checkbox"/> Develop run-of-show for the event and day-of checklist <input type="checkbox"/> Create shot list for photographer <input type="checkbox"/> Confirm all speakers, vendors, and logistics |
| 1 week before | <ul style="list-style-type: none"> <input type="checkbox"/> Send last-chance email reminder <input type="checkbox"/> Rehearse program with speakers <input type="checkbox"/> Determine any last-minute vendor needs <input type="checkbox"/> Prepare goodie bags, handouts, giveaways, etc. <input type="checkbox"/> Contact media about event |
| 2 days before | <ul style="list-style-type: none"> <input type="checkbox"/> Send one last email reminder and continue to pitch media |
| Event day | <ul style="list-style-type: none"> <input type="checkbox"/> Set up: signage, event tables, program materials, etc. <input type="checkbox"/> AV and sound check <input type="checkbox"/> Greet vendors and speakers <input type="checkbox"/> Have someone to greet media and usher them around to meet key speakers and partners <input type="checkbox"/> Identify key people for photographer <input type="checkbox"/> Collect attendees' contact info for follow-up |
| Post event | <ul style="list-style-type: none"> <input type="checkbox"/> Send thank-you notes to speakers <input type="checkbox"/> Send/post photos from the event <input type="checkbox"/> Thank attendees for coming and encourage guests to give |

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YOU'VE HELD A SUCCESSFUL EVENT!

You have successfully completed your event. To maximize the long-term impact of the event and lay the foundation for other, future successful ones:



Send thank-you notes: Make sure to thank your attendees, speakers, event partners, and volunteers.

Keep in touch: Ask those involved for feedback about the event. Also remember to send periodic updates to those that expressed interest in your event or Rotary to keep them engaged.

Pursue event coverage: Media cannot always cover your event the same day, so make sure to send follow-up materials about the event. Include prepackaged photos and videos that highlight noteworthy speakers and attendees that are relevant to that outlet or reporter.

Tell us how it went: Leveraging social media is another way to amplify coverage of your event. Share a recap of what took place and any media coverage you have received. Be sure to include the hashtag #endpolio with any posts. We can help share your event with the world and inspire others to donate.



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EVENT RESOURCES

Available at www.endpolio.org/worldpolioday

Rotary has created assets and templates for you to leverage for your event. Available resources include:

World Polio Day Toolkit:

- Sample press release
- Outreach guide
- Sample letter to the editor
- Social media messages
- Social media graphics

Event resources:

- Sample invitation
- World Polio Day signage
- Banner designs
- Donation box sign
- Button designs
- Coaster template
- Tent cards for tables

If you need any help getting started, we are available to assist.
Contact polioplus@rotary.org