

END
POLIO
NOW

HOW TO TAKE ACTION WORLD POLIO DAY

#endpolio | endpolio.org



HOST

- Organize a community event with club members, friends, and family members to observe World Polio Day. Invite local media representatives, officials, and other leaders to participate, and use the opportunity to introduce them to Rotary.
See next page for event and fundraiser ideas!
- Create a fundraiser to **collect donations** for Rotary's PolioPlus Fund. Every dollar raised is matched 2-to-1 by the Bill & Melinda Gates Foundation. Top **Raise for Rotary** fundraisers for World Polio Day will be featured on My Rotary!
- **Register your club's participation** and tell us how you're engaging with the global Rotary community.

WRITE

- Propose a story about World Polio Day and your club's contributions toward eradicating polio to your local newspaper and other media outlets. Submit your World Polio Day event to the calendar section of local publications or newsletters.
- Send a letter about the importance of ending polio to the opinion or features editor at local media outlets.
- Write to your government officials and ask them to continue supporting polio eradication efforts.

SHARE

- Use the sample posts from the **World Polio Day Toolkit** on your social media pages.
- Use the #EndPolio and #WorldPolioDay hashtags to follow and join the global conversation on social media.
- Follow @EndPolioNow on **Facebook** and **Twitter**, and visit the **World Polio Day page** on endpolio.org for updates.
- Share downloadable videos and marketing materials from the **Resource Center on endpolio.org**.
- Use Rotary's **Brand Center** to create a People of Action social media post about ending polio that promotes your club's events. (Just sign in, hover over Ads, and choose Online. In the options on the left, choose Fighting Polio.)

VIEW

- Mark your calendar to watch the Rotary International Online Global Update on 24 October and share the event on your social media pages.
- RSVP to the Online Global Update on **Facebook** and see who else is participating.
- Get early access to see a downloadable program by **registering your World Polio Day event** by 14 October.



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EVENT IDEAS

- Plan challenges like individual walking or biking events to stay connected to other club members if you can't meet in person. You can ask friends or co-workers to match your miles traveled with a **donation** to Rotary's PolioPlus Fund.
- Host a virtual viewing party for friends and club members to watch the official Rotary International Online Global Update on 24 October, or screen other **videos** about Rotary's fight against polio.
- Dedicate a club meeting to World Polio Day. Invite a guest speaker who is a polio survivor or is from a club in a country that's still affected by polio. You can also moderate a discussion aimed at increasing public awareness about polio. Post the details about this special meeting on your club website and social media.
- Download End Polio Now virtual backgrounds from Rotary's **Brand Center** to customize your online meetings. (Just sign in, select Materials, and under Club Resources, select View.)

Don't forget to tell us how you're observing World Polio Day! **Register your club's participation** to tell us how you're engaging with the global Rotary community.