



SLS Think Innovation not Habit Polio Plus Fundraising Methods That Work

July 26, 2022

- 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 TRF 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.
- 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.
- Five K walk with a kids' run, possibly a community or district event. Promote to schools, communities with promotional videos. Set up a donations/information tent – proceeds go to Polio Plus. Create competitions between clubs based on donations.
- 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.
- Pennies for polio. Distribute gallon jugs to second and third graders. Stage a competition among the classes. Publicize and have polio survivor present prizes to winners.
- 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.
- Polio night at a major league ball game.
- City proclamation honoring World Polio Day with a chili dinner to raise funds and awareness.
- Donuts for Polio. Partner with several donut shops who will donate donuts in exchange for a \$2.50 donation.
- Putt for Polio.
- Pedal for Polio.
- Pack the Park to End Polio.
- Facebook Fundraiser (Birthday, Anniversary, etc.).
- Weekly 50/50 Raffle at each meeting, the winnings are split, half for Polio.
- Raffle item, once a month at meeting with proceeds to Polio.
- Pints for Polio, partnered with an ice cream parlor.
- Matching Points opportunity, starting on October 24 – 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.
- Basket raffle - baskets are assembled by the clubs and sold in an on-line auction.
- 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!