



GOAL:

Light up a prominent structure in red or shine the END POLIO NOW logo on a structure on or near **World Polio Day (October 24)** and use the event to raise awareness and funds through **Raise for Rotary**.

TIMELINE & TASKS 3-4 Months Out (June-July)

1. Form a Committee

• Assign roles: project lead, city liaison, communications, fundraising, media, tech support, etc.

2. Identify and Secure a Structure

- Contact local landmarks, government buildings, bridges, fountains, etc.
- Get approval and permits for lighting and any signage or gatherings.

3. Set a Date

· Ideally around October 24 (World Polio Day), or coordinate with a local event for visibility.

4. Register a Fundraising Page

• Set up a Raise for Rotary fundraiser for PolioPlus.

https://raise.rotary.org

2 Months Out (August)

5. Confirm Technical Details

- Coordinate with lighting vendors or city engineers.
- Select the shade of red, timing of lights, and test schedules.

6. Coordinate Publicity

- Draft press release, social media plan, flyer/poster designs.
- Reach out to local news, radio, and community bulletin boards.

7. Get Rotary and Partner Club Support

- Share the plan with nearby clubs and districts. Invite them to participate or cross-promote.
- Add your event to Rotary calendars or district websites.

1 Month Out (September)

8. Promote the Event

- Launch social media campaign (highlight "End Polio Now," fundraiser link, and lighting date).
- Email club members, community leaders, and local partners.
- Start countdown posts: "30 Days to Light Up for Polio!"



9. Order Supplies

- Red shirts, banners, signs, lights (if DIY), and candles for small vigils.
- Consider printing QR codes linking to your Raise for Rotary page.

2 Weeks Out (Early October)

10. Test the Lights

- Run a full technical test.
- Confirm backup plans for weather or power issues.

11. Final Push for Fundraising

- Post personal stories about polio, videos from Rotary International, or interviews with survivors.
- Encourage members to share the Raise for Rotary link on social media.

Event Week (Oct 20-26)

12. Host the Event

- Gather Rotarians and the public (if permitted).
- · Live stream or record a video.
- Invite a speaker, perhaps a local official or polio survivor.

13. Media Engagement

- Send photos and stories to local newspapers.
- Tag @Rotary on social media using hashtags: #EndPolioNow #WorldPolioDay #Rotary

After the Event (Late October-Early November)

14. Share Results

- Announce the total funds raised and thank donors publicly.
- Post photos and videos.
- Submit your event to Rotary Magazine or District newsletters.

15. Evaluate and Report

- What went well? What could improve next year?
- Send a final update to club and district leaders.

TIPS

- Be bold: Big, bright visuals capture media attention.
- Personalize: Highlight local Rotary efforts or connections to polio eradication.
- Partner: Collaborate with Interact, Rotaract, or community groups.
- Inspire giving: Challenge clubs or individuals to match donations.