

Strategy for organizing your RC to participate in the district Pennies for Polio Fundraiser (all letters sent on your club letterhead with Club President/Polio Plus Committee chair signature block)

1. Secure permission from your local superintendent and school principals to conduct the fundraiser in the schools.
2. Ask your principals to provide you a list of every homeroom teacher in their respective schools and the number of students in each. Prepare a packet for each teacher with enough copies to give each child a handout (plus 4-5 extras for children who lose them!). Children in elementary and Middle schools will receive a letter addressed to their parent(s). High school students will receive a letter addressed to them. Make sure you put the appropriate letters in the teacher packets.
3. Divide your club into teams and assign them to a specific school. The team will handle copying materials, collating, and preparing a packet for every homeroom teacher in each school (You want homeroom teachers because they are often the only teachers that see every child every day. We are asking them **only** to hand each student a letter explaining the fundraiser.) This is a guaranteed way you can involve every member of your club in this Rotary project and the upfront work can be done in a week with many hands participating. If members have school age children and/or grandchildren, involve the youth – give them an opportunity to own a part of the project.
4. Each letter to a parent or HS student will have a small 3x3, 2 mil Plain plastic zip-lock bag for the contribution ([a sample is attached to the letter in the packet provided to your committee chair](#)). Ask your local jeweler(s) to assist with getting these. They are very inexpensive, and they might offer to contribute you them for the campaign. I used such a product very successfully last year (manufacturer's # MGRL2P0303 – Formerly SBE2R33 – your jeweler will recognize this product).
5. Consult your calendar, coordinate with schools, and set a date to have all packets in teachers' hands to pass out and a collection date two-week later. **THE OBJECT IS TO NOT MAKE MORE WORK FOR THE TEACHERS!** Assign members of your committees for each school to be at the school on a Friday set for collection as the students enter the building. Students can just toss their contribution into a box, provides you an opportunity to thank them, and does not create more work for teachers. You can use boxes or plastic buckets for collection (local groceries, hardware or floral shops may have plastic containers they will donate – give them an opportunity to be part of the project!
6. Set up an Excel spreadsheet to keep track of contributions from each school. You may choose to keep it by teacher, by grade, etc., but you want to be able to report to each school principal how much was raised, and to the superintendent the total for the school system.

7. All funds raised will be counted, deposited in the club's general account designated as Polio Plus, and a check drafted to the district treasurer in sufficient time for a composite check to be generated for presentation to the District Governor in April. Each club will provide the district with the amount they raised so each club will receive recognition locally and with RI for their efforts.
8. Be sure to thank everyone – the school superintendent, the principal's, the teachers, the students, and folks who provided materials or services. A short letter goes a long way in building good will.
9. Make sure your local newspaper, radio stations, etc. are aware of what you are doing. If your community has a TV affiliate, get them to cover the collection event at various schools.
10. **PAT YOURSELVES ON THE BACK FOR A JOB WELL DONE!**