

Crocus Corms Campaign 2018 - FAQs

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Community involvement – opportunities	<p>People of all ages (young and not so young, able bodied and differently abled) love to get involved, you just have to ask them. Purple Crocus Corm planting and flowering is a great way of telling not just the Rotary’s polio story, but the story of Rotary generally, in their community and beyond. It’s a way to open new doors and engage with local people, celebrities and the media. Make sure you work with your whole club including the Community and Youth teams.</p> <p>Volunteers and groups to consider linking with include: RotaKids, Interact, Rotaract, the Royal Horticultural Society’s Britain in Bloom groups and other RHS community gardening groups; other local groups with whom you have an established relationship; groups you want to get to know; schools; colleges; universities; youth groups; residential homes; special needs groups; young mums; etc.</p> <p>For 2018 we are suggesting you reach out to local sports teams and celebrities, disability sorts, sports grounds, training grounds, leisure centres etc. and identify sports related venue(s) to hold a planting event(s).</p>
Cost	<p>At Just £100 per 5,000 crocus corms this is incredible value, not just for the corms, but if used wisely with appropriate media coverage and signage the benefits far outweigh the costs. This price is fixed for the earliest of the first 3 million corms or the 30th June. The earlier you get your orders in the better, you can always place further orders later (closing deadline is 31st July).</p> <p>Why not seek local sponsorship as a way of opening communications with groups you haven’t previously engaged with and get them inspired to learn more about Rotary.</p>
Deadline - for club orders	<p>31st July for orders and payments to your District Crocus Corm Co-Ordinator.</p>
Media coverage – does it really matter?	<p>Absolutely – we can all help ensure that the Rotary name is closely linked with the fight for and eventual certification of a polio-free world. Rotary started this and Rotary must be there to finish the job. All positive media coverage and community awareness we can get is invaluable in helping to ensure Rotary and Rotarians are recognised for their pioneering contribution.</p> <p>Don’t forget to give your contact details and information for donations.</p>
Media coverage – press release templates	<p>Draft press releases for you to adapt for both the planting and the flowering will be available at the appropriate times during the year. Both the planting and the flowering times give you a great opportunity for coverage and photos and a short snappy story are a great way to attract attention, raise funds and attract new contacts (ensure you provide the required information and contact details) who may become new members now or in the future.</p>

Membership dividend	Getting involved with the Purple4Polio campaign in support of Rotary End Polio Now generally and the purple crocus corms particularly are fun ways to engage existing members and to attract potential new members. Make sure you work with your membership team to maximise the potential benefits.
Plant them – no room left for them!	<p>Depending on the density of planting, 5,000 crocus corms can cover anything from an area of just 10 square feet up to 50 square metres – or indeed can also be used in tubs and planters.</p> <p>Speak to your local council, parks and gardens departments, hospital trusts, community groups, local businesses, look at wasteland areas, road side verges, roundabouts, etc. There is an infinite range of possible areas for planting in every city, town, village and community. What about increasing the density and impact where you have previously planted?</p>
Polio contribution – allocated to each Rotary club	When all the costs for 2018 delivery are known we will identify the actual contribution for polio giving per box which is allocated to each Rotary club placing an order.
Polio contribution – why don't we just make a donation, it's a lot easier	<p>There are so many benefits other than financial to getting involved with the crocus corm campaign such as the opportunity to raise the profile of both Rotary and the End Polio Now campaign in your area, having fun with friends, supporters and other Rotarians, potential new members and forming new and strengthening existing relationships within your community.</p> <p>Whilst we do not encourage clubs to 'sell' corms, some clubs have successfully split them in to smaller quantities and offered them in return for a donation. This has helped with additional fundraising for polio.</p>
RHS groups – haven't contacted us	<p>So go ahead and contact:</p> <ul style="list-style-type: none"> - The groups you have worked with previously - Visit https://www.rhs.org.uk/communities/Find-a-group-search-form to find local groups <p>Please ensure that when you are contacted you give them, and any other interested community group, a warm welcome. You can inspire them to help with other Rotary projects locally and maybe some of them will even consider joining Rotary.</p>
Signage – how do people know what this is about	There are RotaryGBI templates available for you to adapt and get your own signs made and there is a Rotary Club Briefing note for sourcing and using the signage – see the Purple4Polio materials and resources on the www.rotarygbi.org website.
Further questions	If you are still not convinced or have other questions then speak to your District End Polio Now Champion or contact Jannine Birtwistle, the RotaryGBI Polio Champion (contact information at beginning of this document).