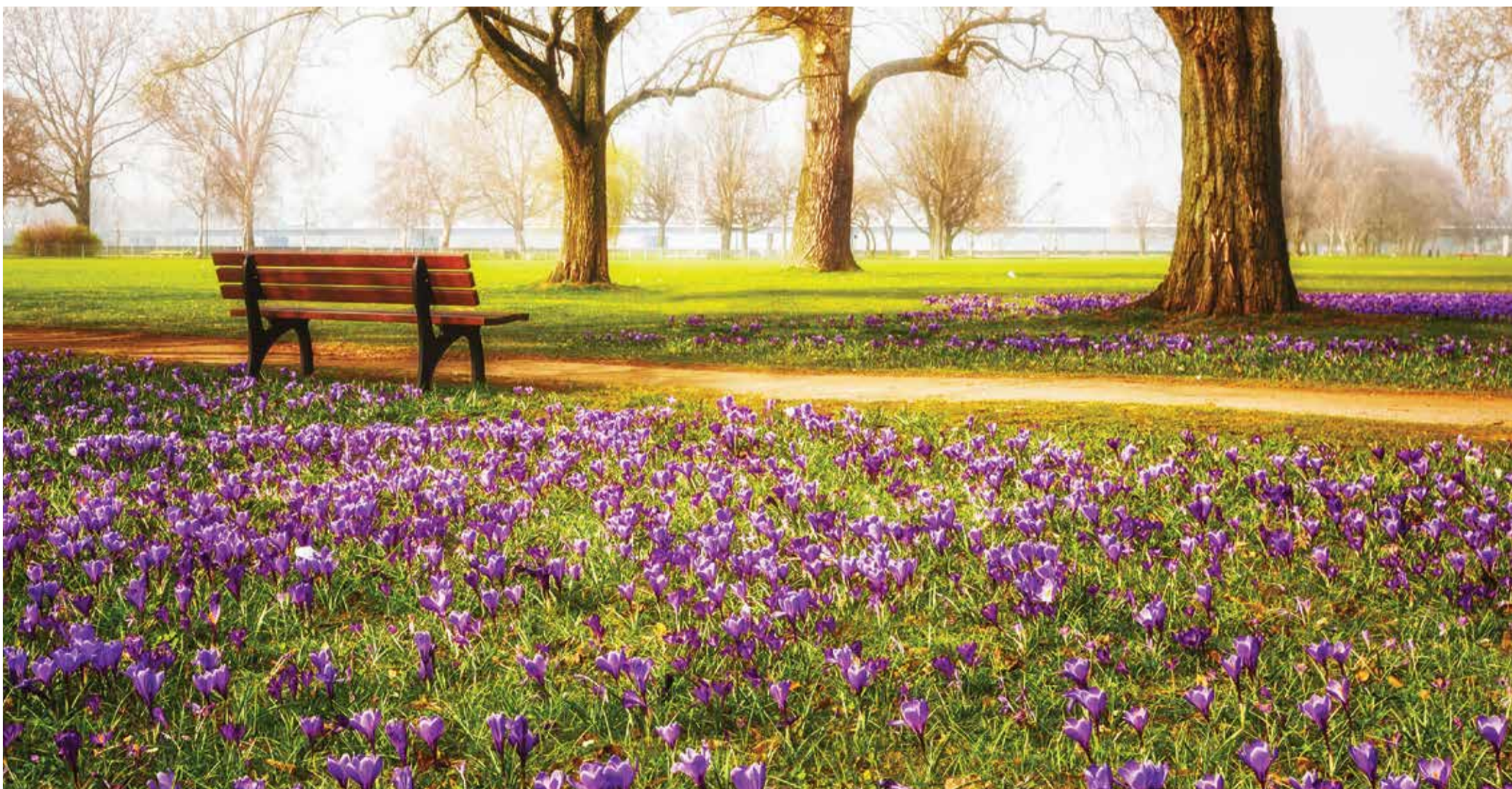
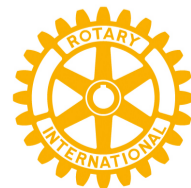


Purple 4 Polio

CROCUS CORMS ROTARY CLUB BRIEFING
2018



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Introduction

For Autumn 2018 we are encouraging clubs to arrange their planting around World Polio Day on 24th October.

There are three key priorities related to the Rotary End Polio Now campaign for all Rotarians here in Great Britain and Ireland and the Purple4Polio campaign helps to maximise the positive impact each Rotarian and club can have across RotaryGBI. These goals are shown here with an indication of how the purple crocus corms can help with those priorities.

Fund raising - goal \$55 per capita within RotaryGBI

Whilst the crocus corms themselves raise only a small amount of money directly some clubs have used them for fund raising such as offering them to the public in small quantities in return for a donation, planting them in small pots and then selling them just before they flower, or using them as part of awareness and fundraising even(s) around their planting and/or blooming.

Advocacy - maintain contact with your local politicians including MPs and MEPs etc. and invite them to appropriate events

You could get them involved with the planting and/or flowering of the purple crocus or send them a letter with copies of local media coverage about those events.

Rotary/polio link - Rotary started this, Rotary has been there throughout and Rotary must be there at the end - and we have to keep reminding people about this

We need to all work together on an ongoing basis to maximise the awareness that the public has about Rotary's pivotal role in the fight for a polio free world. With planting and blooming each year of the purple crocus corms, which can engage different parts of our local communities, we have an opportunity to raise awareness with those directly involved and the wider public through media coverage with engaging photos and captivating stories.

So it's now time to work out your order(s) for purple crocus corms ready for planting Autumn 2018 please. Work with your entire club, including your PR, membership, community and youth teams as well as Interact, RotaKids and Rotaract to see how you can get the local community involved to maximise the profile of the Rotary Polio Story, Rotary generally and your club specifically in your local area.



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Who can get involved outside of Rotary?



The partnership with the Royal Horticultural Society is continuing and this year their Britain in Bloom groups and other RHS community gardening groups are being asked to contact **Rotarian Allan Maclaughlan** (maglox@sky.com) unless they already have links with one of their local Rotary clubs.

If Allan gets an enquiry from a group in your area he will be in touch with you so you can take that relationship forward and work with the group.

This is a great opportunity to involve a wide range of volunteers from your local community including the RHS community as well as other local groups with whom you have an established relationship.

Additionally, 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).

It is also a fun way to engage with your local Council, parks, gardens, youth groups, schools, residential homes, special needs groups, young mums and many more. It gives you an opportunity to talk with them about Rotary generally, the other activities you get involved with in your communities and of course the Rotary Polio Story.



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Cost of corms



With grateful thanks once again to our Spalding-based suppliers, the family-owned **Gee Tee Bulb Company**, we have agreed a very special price for 2018 orders which include the costs of one bulk delivery per district.

The prices are fixed for the earliest of 3 million corms ordered or 30th June so please start placing your orders as soon as possible to help us negotiate the best price soon for corms needed beyond the first 3 million and/or for the whole of July.

You can place as many further orders as you need but the **final deadline for all orders is 31st July** but remember to get your orders in early to take advantage of these prices.

Boxes of 5,000 = £100 per box
Bags of 1,000 = £30 per bag

Although boxes cannot be used for resale, it is possible to get creative in maximising the value of the corms as suggested under Fundraising in the Introduction.

Why not approach businesses or other local organisations such as pharmacies, doctor surgeries, those that have purple in their branding or have areas suitable for planting, who may wish to sponsor a quantity of corms, part or even all of your planting area?

This can help not only engage with the community, but raise additional funds and awareness for the End Polio Now campaign and Rotary.



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Ordering & delivery



Each district has a crocus corm co-ordinator responsible for all orders, delivery and dissemination arrangements. If you are not sure who this is please contact your District Foundation Chair in the first instance.

You must complete the **order form** which can also be found in Purple4Polio and The Rotary Foundation section within the members area of the RotaryGBI.org website.

The completed order form(s) and payment confirmation(s) must be submitted to your district crocus corms co-ordinator by 31st July.

The payment confirmation can either be:

- A cheque made payable to RIBI
- A confirmation of payment having been made online or at a bank to the RIBI Bank account
Lloyds Bank plc, Sort Code: 30-98-26, Account number: 01172779
- **Orders without confirmation of payment will not be accepted.**

Boxes of 5,000 corms weigh approximately 20kg, so please take care when lifting and transporting boxes. For advice on safe lifting, visit the following link: bit.ly/SafeLifting.

Deliveries will be made to one point in each Rotary district, and the corms will then need to be collected by Rotary clubs and Britain in Bloom groups, etc. within that district.



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Planting & flowering



A separate **Planting Guide** has been produced covering everything from finding your planting site, to dealing with the crocuses once they have flowered.

A separate **Signage Guide** has been produced including links to suggested templates for signs and details of one supplier you may wish to use for those signs. Ensuring attractive and clear signage is placed by the flowers in bloom is an essential part of keeping the Rotary/Polio link to the front of the public's eye.

It can show the community the difference your club is making not just to brighten up the local area, but also the difference you are making in the world.



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Photography



Be sure to take some clear, high resolution photos of both the planting in progress in the Autumn and again of the flowers in Bloom in the Spring for use in media releases and on social media to get publicity in your local area. Action photos will provide an engaging picture and help bring the event/s to life!

Please ensure your participants (and their responsible adults where necessary) are happy to be in those photos which may be used in media releases, online and in social media and may appear locally, nationally and even internationally.

Please send details of both your planting event/s and blooming event(s) in advance to RotaryGBI Polio Champion **Jannine Birtwistle**.

and afterwards please also send her photos with captions, a short story and any media coverage.

Make sure you tell the local media all about your planting and blooming events. Draft Press Release Templates will be available for both for you to adapt and use.

At flowering time you could get the people involved with the planting back to see the results to thank them, perhaps organise a celebration / awareness event and ask them about helping in 2019.

Please make sure you get some photos when the plants are in flower. Try to choose a sunny day when they are fully open as on dull days they don't look nearly as impressive.

Still Got Questions?

See the [Q&A document](#)

Contact **RotaryGBI Polio Champion Jannine Birtwistle** for any general questions about the crocus corms campaign or Purple4Polio for Rotary End Polio Now generally

Contact **Rotarian Allan Maclaughlan** for any order and delivery questions



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