

**Thanks  
for Life**

Rotary Day - February 23, 2010



**Thanks  
to Rotary**

www.ribi.org

**Club briefing sheet**

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# Rotary's best-kept secret

The work that Rotarians in Great Britain and Ireland do for people – young, old, disadvantaged, sick, terminally ill, in local, national and international communities, is a remarkably well kept secret. What Rotary stands for, and the values Rotarians hold, are equally badly understood. Most clubs and Districts try very hard, individually, to raise their profiles through local publicity but there is a pressing need for the whole of Rotary to work together, in a coordinated and collective way, **to raise the profile of the organisation in Great Britain and Ireland through national publicity to raise the profile of the organisation in Great Britain and Ireland through national publicity and meet the Bill Gates \$200,000,000 Challenge.**

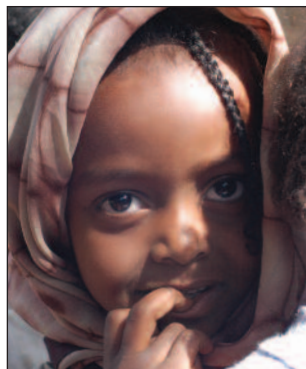
## The Thanks for Life project

Thanks for Life has three phases – contact, achievement and celebration.

It is an invitation from all 29 District Governors in Great Britain and Ireland (2009-2010) - and an unique opportunity for the 56,000 Rotarians in RIBI's 1,800 clubs to join together and achieve these main objectives:

- To increase membership through public awareness
- To raise well-needed funds for polio eradication
- To participate in one mass celebration of Rotary, climaxing on February 23, 2010 – Rotary Day - and the anniversary of the birth of Rotary.
- To maximise both national and local PR and marketing opportunities.

**Contact** - Club Presidents, and their members, are invited to make contact with at least two of their local primary or secondary schools and, using resource materials that will be provided,



*Microsoft chairman Bill Gates takes part in a National Immunisation Day in India in 2008.*

encourage the students to contribute at least £1 each to support the final push towards the eradication of polio in Nigeria, Afghanistan, India and Pakistan.

**Achievement** - £1 is enough to immunise two of their 'brothers and sisters' against the disease. If 1,800 clubs contacted 250 students in 3,600 schools we could raise close to £1 million.

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**Celebration** - In return all Districts will be invited to select three students who will be invited to travel (with their parents or guardians), on or about February 23, 2010, to meet a national celebrity and to join with him or her in celebrating their achievement and a further step towards the eradication of polio.

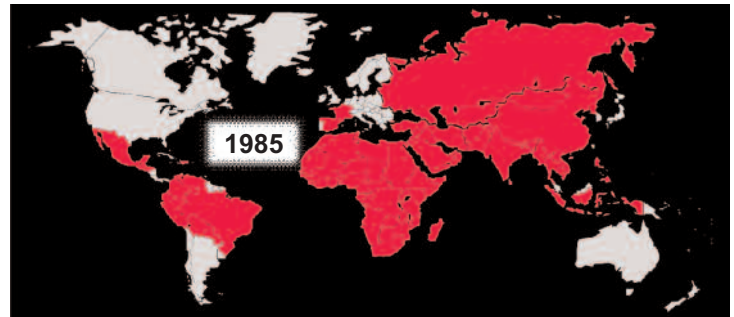
Each club, or clubs working together, are strongly encouraged to locate and utilise an empty shop window for Rotary Week 2010 (February 20-28) and mount a display to raise the awareness and boost the image of Rotary and its work in the communities of the world.

At about the same time RIBI will arrange a lunch/dinner for business people (for which they will be charged), probably at an appropriate and prestigious venue in London, hosted by a well-known figure who will be briefed to deliver a positive Rotary message and ask for their ongoing support.

The advantages of participating in this project are:

- ❑ Clubs and Districts will raise funds for polio eradication as part of their contribution to the Gates \$200 million challenge
- ❑ Clubs and Districts will make positive contacts in their local communities and demonstrate the value and importance of their work
- ❑ The image and understanding of Rotary – RIBI, Districts and clubs, will be significantly enhanced through the exploitation of the huge potential for publicity that the project will generate
- ❑ A new generation of potentially influential Rotarians will be attracted

This initiative is not intended to be a one-off. It is hoped that subsequent RIBI General Councils will embrace the idea and arrange their own Rotary Days on February 23 every year.



## Polio Facts & Figures

Area	Number of cases in 2008
Afghanistan	26
India	509
Nigeria	756
Pakistan	101
Non-endemic countries	99
<b>Total worldwide</b>	<b>1,491</b>

(Data as of 18 November/World Health Organization)

For the latest on the number of polio cases, progress reports on polio-endemic countries, and other information, go to [www.polioeradication.org](http://www.polioeradication.org).