

**Thanks  
for Life**

Rotary Day - February 23, 2010



**Thanks  
to Rotary**

www.ribi.org

**DISTRICT BRIEFING**

District Assembly

April / May 2009

# Preparing for Rotary Day 2010

*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 co-ordinated and collective way, **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 is a purpose-built initiative, specifically designed to combine the talents and efforts of every Rotary club in RIBI with these main aims...

- ❑ To increase membership.
- ❑ To raise £1m for Polio Eradication through the *Thanks for Life* initiative.
- ❑ To maximise public awareness of the Rotary Polio campaign, the Gates Challenge and Rotary in general.

It will involve a co-ordinated campaign, timed for February 23, 2010, Rotary Day – and the period around it (February 20 - 28). Money raised will be credited to the Gates Challenge and count against club and district targets.

It is expected that every club in RIBI will contribute something to meet the overall objectives:

- ❑ Organise a Polio Eradication fund-raising event in its own community - *Thanks for Life (schools)*.
- ❑ Obtain wide-ranging media coverage for this event.
- ❑ Organise a 'Window of Opportunity'.



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



## The 'Linked Initiatives'

There are a number of initiatives that are currently being investigated and pursued by clubs and districts in support of the *Thanks for Life* campaign...

### Thanks for Life:

- Linking with local schools for awareness-raising of the Polio campaign
- Linking with local schools for fund generation initiatives
- Interaction with parents – Rotary membership potential
- Involve / establish Interact Clubs
- Involve / establish Rotaract Clubs

### Rotary National Immunisation Days:

- Organise a specific NID project
- Produce a compelling TV documentary
- Maximise PR opportunities
- Support with production of background material to publicise the campaign

### Meet a Celebrity:

- Link with high-profile celebrities, both nationally and locally
- Organise profile-raising event
- Maximise PR opportunities

### Windows of Opportunity:

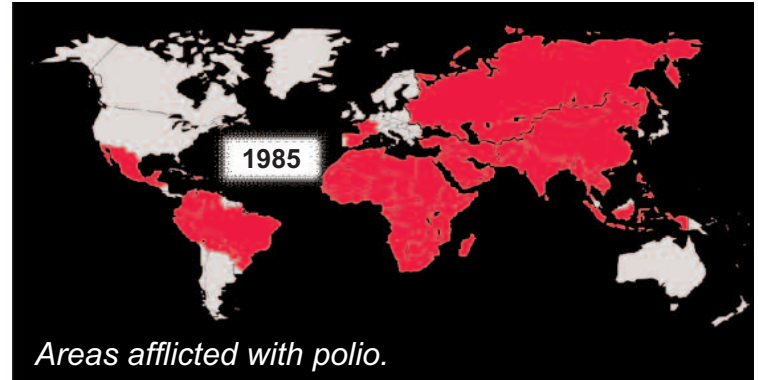
- Every club (or cluster of clubs) to utilise an empty shop window to showcase the Polio Eradication campaign
- Interact with shoppers
- Publicise local Polio events – schools etc.

### Maximise PR opportunities.

- Showcase Rotary in general
- Multi-faceted media 'blitz' at national and regional levels.
- Opportunity to attract new members

### Business-to-Business dinners:

- Engage with local business community to generate funding and heighten profile via a high-profile dinner / lunch or other event. Maximise PR opportunities.
- Organise other localised initiatives on similar lines



### Marketing / PR support:

- A specific team has been established to support this project and provide top quality, easy-to-use materials to enable the clubs and districts to maximise the opportunity for publicity within all sections of the media. The support will include a 'window kit' for clubs to use.

### Balancing the books:

- The campaign has been designed to meet the Gates Challenge and maximise publicity without impacting on other important Rotary projects. By focussing on a limited time-frame and supporting the project by way of a wide-ranging set of media materials and resources, this should be possible.



### RI PR Grant:

- It is expected that all RIBI districts will join to apply for an RI PR Grant, each committing \$1,000. If granted, this would quadruple the amount that will be available for the publicity campaign and supporting materials.

