



District 1240 Purple Pinkie News

PURPLE PLANTING TIME WILL SOON BE WITH US!

You should now be finalising plans for planting as part of the Focus on the Crocus project and I am pleased to report that our District has ordered over 120,000 bulbs, whilst in RIBI as a whole the order now extends to over five million! That should ensure a spectacular display nationwide next spring to publicise the Rotary involvement in the End Polio Now campaign.

The crocus initiative will help to make the general public aware of all that we have done, and continue to do, to eradicate polio from the world but the need is still for further donations to finance the essential NIDS (National Immunisation Days) that must continue until eradication is achieved. So please use all 'Focus on the Crocus' activities to encourage donations from the public, as well as holding specific fund raising events around February 2011.

Remember Our 2010/2011 Campaign Target Dates:

PURPLE PINKIE THANKS FOR LIFE CAMPAIGN – Autumn 2010 and February 2011.

ROTARY AWARENESS DAY – Wednesday 23rd February 2011.

Ken Buck

Purple Pinkie Committee Chairman/Thanks for Life Coordinator

Email: rotary@kenbuck.co.uk Tel: 01245 44107



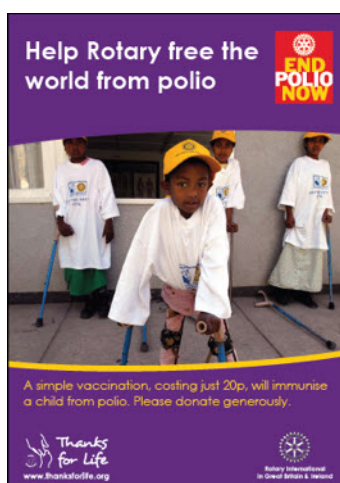
PUBLICITY

Please involve the local media and newspapers in your planting projects and make the most of every available PR opportunity.

Publicity Materials

Our District has been provided with 1800 leaflets, 'Plant a crocus and help end polio now', for use at the time of planting in October. This is reproduced on page three of this newsletter, and needs a rubber stamp for the club contact details on the back page. You may find it particularly useful for projects with schools and youth organisations.

The leaflet is primarily for use by clubs that have ordered bulbs and will be planting in



October and on this basis we can allocate about 50 leaflets per 5,000 bulbs ordered. However, please let me know how many you would like and they will be available for collection at the Hinckley District Conference on 2nd/3rd October or the District Council Meeting the following weekend. Alternatively they may be collected from me in Chelmsford at any time by prior arrangement.

Posters

We have also been provided with sets of six new posters per club, for use this October, in February 2011 and at any other suitable Purple Pinkie events. These will also be available for collection as above.

New Pull-Ups

The publicity materials also include two new pull-up banners and these can be made available for use for specific club events.

Existing Materials

Please make use of any materials left over from the February 2010 event.

PLANTING INFORMATION

The orders placed by clubs with the Gee Tee Bulb Company will be delivered during week commencing 13th September, unless alternative arrangements have been made.



Do have a look at the Big Bulb Plant website: www.thebigbulbplant.com as this has some useful information about planting and also gives links to the Eden Project and the International Flower Bulb Centre.

THE GUINNESS WORLD RECORD CHALLENGE

To enter the challenge you will have to get at least 332 volunteers together, to each plant 5 crocus bulbs in one hour at a single site during October. For detailed information about this please contact DG Amanda Watkin on: awatkin@peoplerealm.com



MEMBERSHIP

Also don't forget to use every event associated with the campaign to promote Rotary and increase membership by having recruitment material available and making sure that any enquiry from a prospective member is properly followed up.

If you require help on any aspect of membership and recruitment, please contact District Membership Chairman Azeem Raja on mazeem1@hotmail.com.

There is also a lot of information on membership issues under 'Membership Marketing' in the Members Area of the RIBI website: www.ribi.org.

EVENTS



The Focus on the Crocus website has been developed to publicise exactly where Rotary Bulb Planting events are taking place. These include a major event in Trafalgar Square on Friday 1st October and events such as that by the Stevenage Club in D1260, working with primary schools to get sponsorship of bulbs at 20p each and prizes for the best show in the wackiest container in February! In our District, the Chelmsford Clubs are working together for a mass planting in Bell Meadows/Central Park, Chelmsford and the Colchester Clubs are also working on a similar project. Please let me know the details of your proposals so that these can be added to the website: www.focusonthecrocus.org (Club or joint club event; location of planting; owner/cooperating organisation; number of bulbs; date of planting; GWR attempt?). Thank you!

GATES CHALLENGE

Rotary has now raised \$144 million towards the Bill Gates \$200 million Challenge but there is still a need for fund raising for the polio project and you should be working on events and proposals to take place in February 2011. You might wish to repeat successful events from past years, consider a 'Window of Opportunity' or think up a novel new idea to promote our organisation. Please let our PR & Communications Chairman Stan Keller, stan@graphic-impressions.co.uk know about any publicity you generate for crocus planting or other Purple Pinkie activities. Good luck in whatever you do!

FOCUS ON THE CROCUS LEAFLET FOR PLANTING TIME



Rotarians immunising children in India.

What you can do

Your local Rotary club would like to work with you to create a swathe of colour in an otherwise drab corner in your school/locality that will truly reflect Purple Power for years to come. Contact your local club on the details below.

Join us in our attempt to break a Guinness World Record for the most number of people planting in a single location.

Contact details:

[Blank area for contact details]



Rotary International
in Great Britain & Ireland

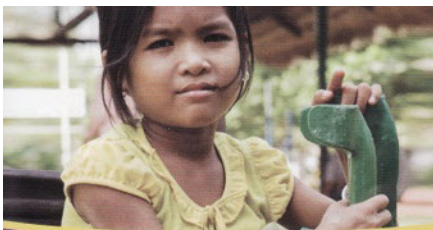
Kinwarton Road, Alcester, Warwickshire, B49 6PB
Phone: 01789 765411 Fax: 01789 764916
Email: info@ribi.org www.ribi.org

Plant a crocus
and help end
polio now



Please join us in the biggest ever planting of bulbs across the country this October.

Thanks
for Life
www.thanksforlife.org



Let's grow together and end polio now!

For the last 25 years, Rotary has been working hard to rid the world of polio – a terrible disease that can kill or severely disable children.

Today, this disease, which used to kill and maim even in this country, is now mainly confined to India, Pakistan, Afghanistan and Nigeria, where it is still endemic – and we are now tantalisingly close to achieving our aim. In 2009 the Microsoft billionaire Bill Gates challenged Rotary to match fund by June 2012, the \$200million that he has donated the organisation. Almost a year into the project we have already raised \$128million.

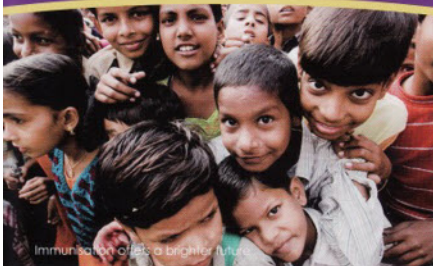
Why does Rotary need your help?

For the second year running, Rotary members will be involved a series of **End Polio Now** events across England, Scotland, Wales and Ireland, taking place around Rotary Day - 23rd February 2011 - to raise funds for the initiative.

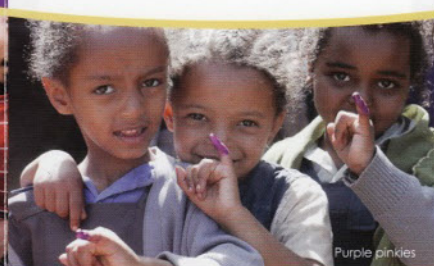
To coincide with the 2011 campaign, we are planting millions of purple crocus bulbs during October 2010 which will flower in February 2011. The humble little crocus symbolises a colourful splash of hope for a new beginning and renewed efforts – a reminder of how potent an impact many working together can create.

Why Purple?

It is the tiny dab of colour on a child's little finger that indicates the child has been inoculated against the deadly virus. **'Purple Pinkie Power'** has helped save the lives of many millions of children. **Just £1 (€1.25) will protect five children.** Will you please help us finally reach the goal?



Immunisation Club - Brighton, Sussex



Purple pinkies