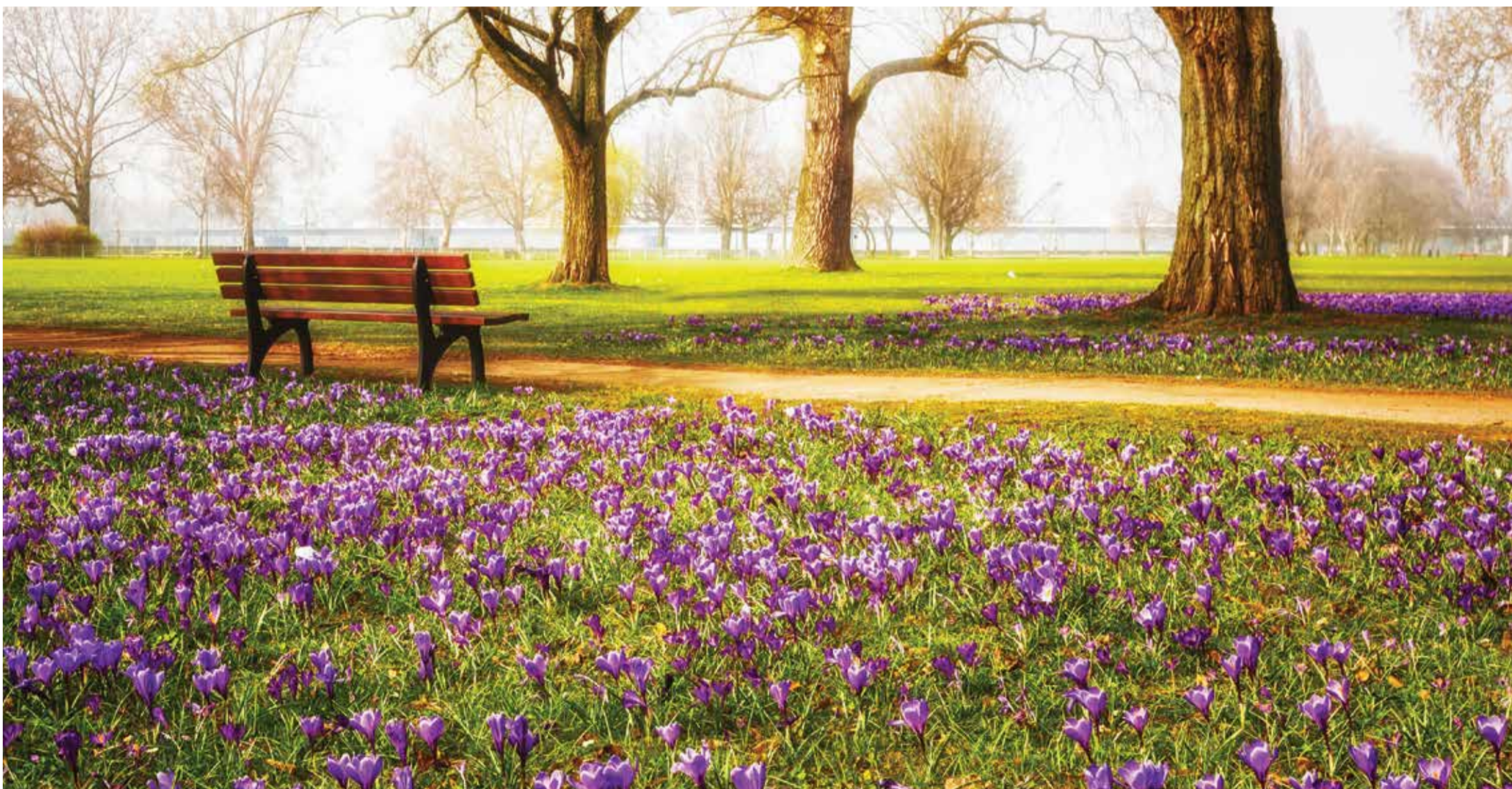


Purple 4 Polio

CROCUS CORMS ROTARY CLUB BRIEFING
2019



Rotary
Great Britain & Ireland



Sharing the best in Gardening

Purple4Polio

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Introduction

To coincide with the ideal planting season, 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 Rotary member 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 in the Autumn 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?



Absolutely any community groups or volunteers can get involved, either with their local Rotary club or on their own. The Royal Horticultural Society Britain in Bloom groups and other RHS community gardening groups are just one example of those who are likely to be interested.

All community groups are asked to get in touch with their local Rotary club in the first instance. As a back up if the local Rotary club is unable or unwilling to help, **Rotarian Allan Maclaughlan** (maglox@sky.com) unless they already have links with one of their local Rotary clubs.

We would encourage all clubs to respond to any and all enquiries from community groups and/or volunteers in a welcoming and positive way. This is a great way to make new connections and potentially find new helpers and supporters and indeed new Rotarians.

Groups who can get involved and potential planting sites you could proactively reach out to include sporting teams, sporting grounds, parks and gardens, stately homes, country estates, National Trust properties, National Heritage sites, local garden centres, visitor attractions, hospitals, residential homes, youth groups, young mums and toddlers, pre-schools, schools and colleges and any other community groups in your area. Don't forget about RotaKids, Interact and Rotaract clubs in your area too.

Experience of many Rotary clubs has shown that getting new people involved with planting purple crocus corms and then following up with an event when they are blooming has brought new members, new donations and new supporters, not just for polio, but for other work the club is involved in both at home and internationally.



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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 heavily discounted price for 2019 of £106 for a box of 4,000 crocus corms. This includes the costs of one bulk delivery per district.

The prices are fixed for the first two million corms ordered. Please go ahead and start placing your orders as soon as possible to help us monitor demand and open negotiations for any needed above the first two million.

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 fixed prices on the first two million.

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 with your club name and district number on the back
- A confirmation of payment having been made online or at a bank (with with your and district name) to the RIBI Bank account:

Lloyds Bank plc, Sort Code: 30-98-26, Account number: 01172779

Boxes of 4,000 corms weigh approximately 16kg, 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 register your planting activities and blooming events in advance by using our [online form](#) or by emailing [RotaryGBI Polio Champion Jannine Birtwistle](#), so they appear on our [map of polio activities](#). Afterwards please also send her photos with captions, a short story and any media coverage.

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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 next year!

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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