

#Purple4Polio Crocus Corms campaign to help Rotary END POLIO NOW – FAQs for 2021 Planting

General queries and suggestions to your Region's End Polio Now Coordinator

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Order queries to your District Crocus Corms Co-ordinator or if they are unable to help ask [Allan Maclaughlan](mailto:Allan.Maclaughlan@sky.com) E: maglox@sky.com

Community involvement – 3 opportunities	<p>People of all ages (young and not so young, able bodied and differently abled) love to get involved, you just have to ask them. Purple Crocus Corm planning and ordering phase, planting time and blooming are all opportunities to not just tell Rotary's Polio Story, but about Rotary generally and your Rotary club in particular. Everyone knows a virus is literally a plane ride away and the importance of working together so build on that in this #Purple4Polio activity for raising awareness and funds for End Polio Now. Make sure your groups across your community know how they can work with your Rotary club or order and plant their own crocus corms or work with you. You could also see if you can find any potential sponsors to cover the cost of the corms for you.</p> <p>Tell them what you do in your own community and internationally. It's a way to open new doors and engage with local people, politicians, celebrities and the media and remind them that only by working together can we wipe the polio virus off the face of the earth. Make sure you work with your whole club including Public Image and the Community and Youth teams.</p> <p>Volunteers and groups to consider linking with include: RotaKids, Interact, Rotaract, the Royal Horticultural Society's Britain in Bloom groups and other RHS community gardening groups; other local groups with whom you have an established relationship; groups you want to get to know; schools; colleges; universities; youth groups; residential homes; special needs groups; young mums; etc.</p> <p>You could also reach out to local sports teams and celebrities, disability sports, sports grounds, training grounds, leisure centres and sports related venues or talk to country estates, parks and gardens, National Trust and National Heritage properties and other visitor attractions – and inspire them to get involved with your planting events.</p>
Cost	<p>£175 for 4,000 crocus corms is excellent value with huge increases being seen across all bulbs and corms in 2021. Take full advantage of them by using the draft press releases at the ordering, planting and flowering times and ensure there are signs in place showing why they are there when they are in bloom. A briefing note about signage and suggested templates are available on the RotaryGBI.org website.</p>
Deadline for orders	<p>The price has been negotiated for the first 2 million crocus corms (1 million Ruby Giant – deep purple and 1 million Barrs Purple – paler purple) so you MUST submit your order AND payment confirmation early directly to Rotary Great Britain & Ireland (Rotary GB&I). Ideally please submit both the order form and payment confirmation by</p>

	<p>email to finance@rotarygbi.org but if this is not possible then post them both together to Kinwarton Road, Alcester, Warwickshire, B49 6PB to guarantee your corms at this price. They are being sold on a first come first served basis.</p> <p>31st August is the final deadline for orders and payments to reach Rotary GB&I.</p> <p>The order forms (one for use by Rotary clubs and one for use by community groups) allow for the preferred variety of corms to be circled but if that variety has already sold out the other one will be supplied so again a reason to submit orders and payment as soon as possible.</p>
Map of activities	<p>A map of all polio activities by clubs and districts is published on the RotaryGBI.org website.</p> <p>https://www.rotarygbi.org/projects/purple4polio/</p> <p>To ensure your event/s are included see below "Register your event".</p>
Media coverage - does it really matter?	<p>Absolutely YES - by each of us taking responsibility for telling the Rotary Polio Story we can help ensure that when people think of polio they think Rotary. Rotary started this and Rotary must be there to finish the job. All positive media coverage and community awareness is invaluable in helping ensure Rotary and Rotarians are recognised for their pioneering and sustained contribution in delivering a polio free world.</p> <p>Ensure you include contact details and information about how to get involved and think about adding relevant details for volunteering, finding out more about Rotary and of course how someone can make a donation.</p>
Media coverage - press release templates	<p>Draft press releases for you to adapt for the planning/ordering phase, for planting time and finally when they are flowering will be available at the appropriate times. They are all opportunities for coverage and photos and a short snappy story are a great way to attract attention, raise funds and attract new contacts (ensure you provide the required information and contact details) who may become new members or volunteers now or in the future.</p>
Membership dividend	<p>Getting involved with the Purple4Polio activities in support of Rotary END POLIO NOW generally and the purple crocus corms particularly are fun ways to both engage existing members and attract potential new ones. Make sure you work with your Public Image and Membership teams to maximise the potential benefits.</p>
Plant them – no room left!	<p>Depending on the density of planting, 4,000 crocus corms can cover anything from an area of just 10 square feet up to 40 square metres – or indeed can also be used in pots, tubs and planters.</p> <p>Speak to your local council, parks and gardens departments, hospital trusts, community groups, local businesses, look at wasteland areas, roadside verges, roundabouts, etc. There is an infinite range of possible areas for planting</p>

	<p>in every city, town, village and community. What about increasing the density and impact where you have previously planted?</p> <p>What about planting them in small pots which you then sell in January/ February to raise awareness and donations?</p>
Register your event	<p>To register your polio related activities including planting and blooming of crocus complete the online form https://www.snapsurveys.com/wh/s.asp?k=154403267403 with the details so it can go on the Map which is on the RotaryGBI.org website (see Map of activities above).</p>
RHS and other community groups	<p>Go ahead and contact:</p> <ul style="list-style-type: none"> - any RHS groups you have worked with previously - Visit https://www.rhs.org.uk/communities/Find-a-group-search-form to find local groups - Reach out to other community groups <p>Please ensure that when you are contacted by any groups or interested individuals you give them a warm welcome. You could inspire them to help with other Rotary projects locally and maybe some of them will even consider joining Rotary.</p>
Signage - how do people know what this is about	<p>There are Rotary GB&I templates available for you to adapt and get your own signs made locally or through a suggested supplier. There is a Rotary Club Briefing Note about signage - see the Purple4Polio materials and resources page in both the public area and the members area (login required) on the RotaryGBI.org website.</p>
Variety of Corms	<p>1 million of the corms will be Ruby Giant (the deep purple we are all familiar with) and 1 million will be Barrs Purple (a lighter purple) and the order forms allow clubs to indicate their preferred choice. If that variety has been sold out the other variety will be provided</p>
What else?	<p>If you are still not convinced or have other questions speak to your District Crocus Corms Co-Ordinator, your District End Polio Now Champion or your Region's End Polio Now Coordinator: Keith Paver Region 20 (keithpaver.rotary@gmail.com); or Derek Rothwell Region 21 (derek@drothwell.uk)</p>