

PURPLE PINKIE PROJECT**

Handbook and Resource Guide for the Rotary Clubs in RI District 7190

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** Thanks to the Rotary Club of Lake City, Florida, USA, originators of the Purple Pinkie Project, a PolioPlus Fund Raiser....."making children a part of the solution"

Introduction

Throughout the world, each time a Rotary volunteer administers oral polio vaccine, the child's pinkie is colored purple with the topical solution, Gentian Violet, temporarily marking the child to prevent double dosage during National Immunization Days (NIDs).

In the March 2003 issue of *The Rotarian* (p 23) six Ethiopian boys proudly display their purple pinkies as a sign of freedom from polio. (picture available from RI Archives or contact hnoable@nycap.rr.com) Building on this symbolism, the Rotary Club of Lake City, FL called upon local school children to help raise funds to immunize other children from polio. For each \$1.00 donation, the approximate cost of a dose of oral polio, Rotarians painted the child's pinkie purple with the same Gentian Violet. Of course, more than one finger was painted as children brought in multiple dollars.

In 2007-2008, RI District 7190, covering the Capital Region of NYS, brought the project to the 46 clubs in the district. The EarlyAct Club of the Sharon Springs Rotary Club was the first club to participate as they were drawn to this 'purple badge' in their desire to help save other children from polio.

Benefits

- Most importantly, additional children will be immunized
- We will be closer to the goal of eliminating polio worldwide
- International understanding will be advanced as children from non-endemic countries are made aware of the polio problem in other nations and become part of the solution
- Children and their parents will be learn about the great works of Rotary in a concrete and personal way

Promotion

School children have an unusual fascination with marking or painting their bodies. Young children and teens love to paint their faces or draw on themselves with magic marker. Because of this widespread fascination, raising funds to eradicate polio by challenging kids to make a donation in exchange for a painted pinkie almost promotes itself. With just a little Rotarian involvement, the kids will become excited and ready to help. An added benefit is to encourage the children to raise the money by doing a service for others, like shoveling snow, doing odd jobs or babysitting and promote the Rotary ideal of Service Above Self.

- Posters announcing the Project will stir the curiosity of the students - "The Purple Pinkie is coming." Sample posters are included but feel free to make your own. Just be sure to include date, time, location and contact information for the Rotary Club. Plaster posters all over the school using a ratio of one poster for every 50-75 students.
- Past District Governor Anne Cargile participated in a National Immunization Day in November-December 2008 in Nigeria and has made a DVD of that experience available to any club that would like a copy. The DVD is appropriate for elementary and teens alike. Information available in the Handbook.
- Ask the school to show the DVD during the three weeks leading up to Purple Pinkie Day. The DVD will educate the children about polio, about Rotary and about other countries.
- Press Release Samples are also included in the Handbook. These releases can be sent to TV stations, radio stations and newspapers to prepare the community for Purple Pinkies.
- From experience, we know that schools will adopt this project and add it to the curriculum for a period of time before the Purple Pinkie Day. Art, science, history, geography all can be incorporated into this project.

- Permission Slips are required. Beginning in 2011, Permanent Purple Markers be used in place of Gentican Violet because of GV's staining quality. Signed parental permission slips are necessary before painting any child's fingers with anything. In the case of a child forgetting the permission slip keep a supply of purple stars or similar on hand so the child does not feel left out. A sample permission slip is included.

Timeline

1. Learn about the project and what is required from club members
2. Present the project to your club board/membership. Although this is not a labor intensive project to set up many club members may be needed on Purple Pinkie Day
3. Present the Purple Pinkie Project to your Superintendent of Schools to receive permission to do the project. This project is appropriate for elementary, middle school or high school students. Decide on your target grades.
4. Present the project to your local schools to see if they wish to participate. Expect varying interest. Emphasize very little will be required on their part.
5. Print posters and parental permission slips, order markers and the DVD. Write and distribute press releases.
6. Present the project to a local store to see if they might donate the markers. Solicit involvement of your local Interact Club. They are a great help on Purple Pinkie Day.
7. Four weeks out - distribute posters to the schools.
8. Three weeks out - distribute the DVD
9. One week out - distribute the permission slips to the school.
10. Purple Pinkie Day - each Rotarian should be able to paint 50 pinkies an hour. Suggest two - four Rotarians at each location.
11. Order the DVD from Harriet Noble, h noble@nycap.rr.com.

Rotarian Involvement

This is a project that can really energize the membership, young and old. A Rotarian should be assigned to each participating school. They should be the club's contact person for the school and will distribute the posters and DVD. When Purple Pinkie Day arrives, many more Rotarians will be needed. Follow a 50 pinkies per hour rule to estimate the number of Rotarians needed for each school. We found that some Rotarians do the painting, some collect the permission slips and the money. Other Rotarians may be present to talk about Rotary and manage the crowd.

Partners

It is possible to partner with a store that may wish to donate Permanent Purple Markers. In that case they can be mentioned in press releases and on PP Posters. **Additional or Alternate Project - Purple Pinkie Papers**

Another project that works well in the community is to print up post card sized Purple Pinkie Papers which can be sold for \$1.00 in grocery stores, restaurants, or other locations in the community.

Ask for permission for a store to sell the Purple Pinkies for Rotary, much the way the Heart Association or Muscular Dystrophy sell hearts and sneakers.

Keep track of how many PPP each store gets and be sure to have the contact information of the person responsible. Assign a Rotarian to each location.

Encourage the store or restaurant to post or hang the PPP in a highly visible location.

You may wish to provide posters as well. Remember to mention the locations in any press release that is sent out.

See the PPP post cards in the Handbook.

Sample Press Release

For Immediate Release

Club Contact:

Name of Contact Person

Rotary Club of _____

Address

City, State, ZIP

Phone

Email

The Purple Pinkies Are Coming

YOUR CITY, STATE - The Purple Pinkie Project is coming to (insert school or community name) on (insert date). In an effort to raise awareness for polio eradication worldwide, member of the Rotary Club of _____ will paint students' pinkies purple in a sign of freedom from polio. Building on this symbolism local school children will learn about the efforts to raise funds for oral vaccine in countries still endemic and become part of the solution.

Since one dollar is the estimated cost to immunize a child from polio, local students are encouraged to bring in a dollar or more to help with the cause. Each time a student puts a dollar in the Purple Pinkie Bucket they will get a pinkie painted purple. More than one finger will be painted with multiple donations.

In 1985, Rotary International began raising funds in an effort to eliminate polio worldwide. Polio has not been a problem in the United States for many years, but this is not the case in many developing countries. By partnering with the World Health Organization, UNICEF and other government and private groups, Rotary International has achieved a 99 percent reduction of Polio worldwide. Currently three countries are still endemic with polio - Nigeria, Afghanistan and Pakistan.

The Purple Pinkie Project will be promoted within the school for several weeks leading up to Purple Pinkie Day. For more information call _____.

Parental Permission: Purple Pinkie Project

In 1985, Rotary International began raising funds in an effort to eliminate polio worldwide. Polio has not been a problem in the United States for many years, but this is not the case in many developing countries. By partnering with the World Health Organization, UNICEF and other government and private groups, Rotary International has achieved a 99 percent reduction of Polio worldwide. Our local Rotary Club has been participating in this effort since the beginning and now we wish to make the students in (grades/school) a part of the solution for ending polio now.

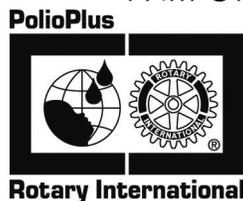
On (insert date/time/location) members of (insert club name) will visit (insert name of school) and hold a Purple Pinkie Day. When your child puts a \$1.00, (the approximate cost to immunize one child from polio), into the Purple Pinkie Bucket we will paint his or her pinkie with a Purple Permanent Marker as a symbol of one child immunized from polio. Of course more than one finger may be painted if more than \$1.00 is donated.

Purple Permanent Markers are used by Rotary International to mark children after they have been immunized from polio. This prevents double dosage. To prevent staining on things other than fingers, we will paint and immediately dry the finger with paper towels.

If you wish for your child to participate in the Purple Pinkie Project, please sign below.

Parent of Guardian

Print Student's Name/Grade



Rotary Club

Important Reminders for Purple Pinkie Day

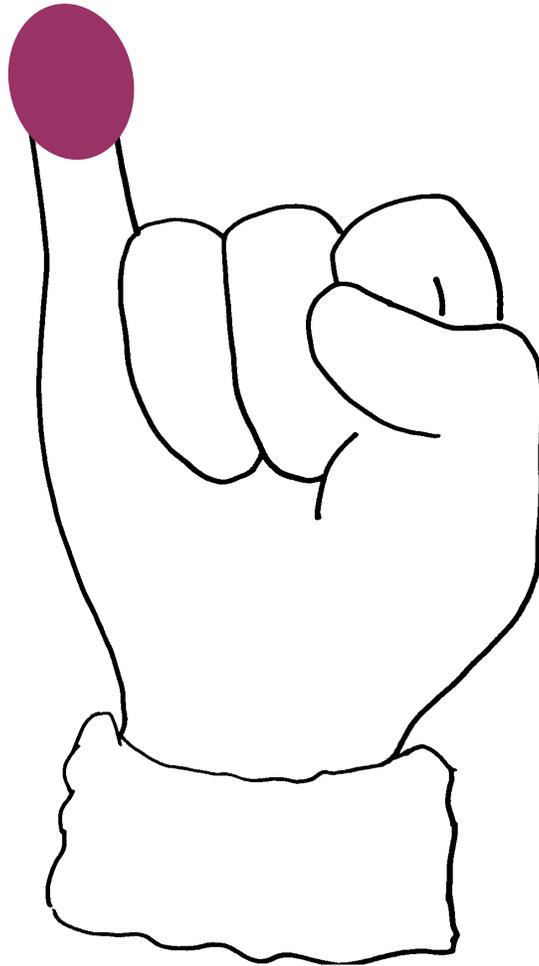
Here are some important reminders for each Rotarian Team on Purple Pinkie Day. *(Send this list with each Rotarian Team as they go to their designated school)*

1. Every student that participates **MUST** have a signed permission slip. Permission slips have already been sent out through the school office. Please collect permission slips for each student. Turn permission slips in with money collected.
2. Remember to turn the money over to the project chairperson.
3. Remember, Purple Permanent markers may be messy. Make an effort to keep it off clothing and to keep fingers out of mouths.
4. Use the marker to paint the pinkie
5. Wipe the pinkie **COMPLETELY DRY** with a paper towel.
6. More than one finger may be painted at \$1.00 per finger.
7. Remember to tell our story. Many students and parents may not know about Rotary or our mission to eradicate polio. Feel free to tell the story many times.
8. **HAVE FUN!**

Supplies and Cost

- Non-toxic Purple Permanent Markers cost about \$1.00 per marker. Budget about one 1 oz marker for 100 students.
- Collection buckets - 1.5 gallon mustard or mayonnaise plastic containers are excellent for coin buckets. Contact a local restaurant or deli. You can spray paint the bucket Purple.
- Coin sleeves - although many donations will be in the form of dollar bills it is good to send along coin sleeves so that the assigned Rotarians at each school can roll coins. Another suggestion would be to find out if your local bank will take the coins and count them.
- A sample Parent Permission Slip is included in the Handbook. Your local school may wish to modify parts. **IMPORTANT RI RULE - THE ROTARY WHEEL OR POLIOPPLUS LOGOS CANNOT BE USED ALONE. YOU MUST ASSOCIATE YOUR CLUB NAME WITH THE LOGO.**
- Sample Promotional Posters are included in the Handbook. They are in WORD format and may be modified as necessary. See **IMPORTANT RI RULE ABOVE.**
- Latex Gloves - each club member who plans to paint pinkies should have a supply of latex gloves. A local hospital or pharmacy may wish to donate enough gloves for the project.
- Old Newspapers - the schools will likely provide a table on a walkway, classroom, auditorium or cafeteria for your team to set up for Purple Pinkie Day. To avoid stains on the table, please spread out plenty of old newspapers.
- The best way to apply the marker to the pinkies is by applying the marker to the pinkie.
- Paper Towels - are an effective way to dry the pinkie after application. Each team should have two or three rolls of paper towels.
- Trash Bags - each team should have a couple of Trash Bags for clean-up purpose.

PURPLE PINKIE DAY



Date/Time

Location

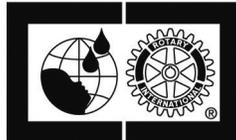
\$1 - gets YOU a Purple Pinkie

AND

Saves a child from POLIO

Sponsored by _____ Rotary Club

PolioPlus



Rotary International

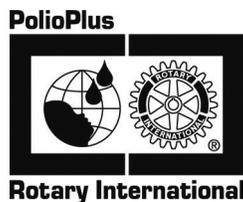
Give a dollar . . .
Save the life of a child



Purple Pinky Project

Date/Time
Location

Sponsored by _____ Rotary Club





Give a Dollar / Save a Life

End Polio Now

The Purple Pinkie Project



Give a Dolla

End Pc

The Purple



Give a Dollar / Save a Life

End Polio Now

The Purple Pinkie Project



Give a Dolla

End Pc

The Purple I