

# END POLIO NOW: COUNTDOWN TO HISTORY



## How You Can Celebrate World Polio Day

### View

- Mark your calendar to tune in for Rotary's World Polio Day event on **24 October**.
- Watch the event on **24 October** on [endpolio.org](https://endpolio.org) (or anytime following the event).
- Follow the event on social media and share it with your network.

### Share

- Share the sample Facebook posts, Instagram images, and tweets on our website.
- Use the **#endpolio** hashtag to follow and join the global conversation on social media.

- Follow End Polio Now on Facebook and Twitter.
- Update your Facebook cover photo and Twitter avatar, using the graphics provided.

### Host

- Host a viewing party for friends and club members to watch the World Polio Day event.
- Invite local media, elected officials, and community leaders to a viewing party to show new audiences and potential members the power of what we can accomplish as an organization.
- Dedicate a club meeting to World Polio Day, and update your website with information about the event.

- Organize a fundraising or community event. Every \$1 you raise for polio is matched 2-to-1 by the Bill & Melinda Gates Foundation.

### Write

- Email or call local reporters and pitch a story about World Polio Day and your club's contributions to the effort.
- Write a letter to the editor of your local newspaper about the importance of ending polio. Send it to the op-ed or editorial features editor for consideration.
- Write your government officials asking for their continued support of polio eradication efforts.
- When stories are published, send us links and share on social media. Also link to our media page, which shows other coverage of Rotary's work.

