



THE ROTARY FOUNDATION



13 October 2011

Dear Rotary Club President,

With your help, we have made tremendous progress in the fight to eradicate polio. We are at an historic moment -- less than 1% away from the end of polio forever. In honor of World Polio Day on 24 October 2011, we are asking for your help to tell the world about Rotary's achievements and to finish the job.



We would like you to encourage your members to participate in two major online initiatives: a 2-for-1 donation recognition campaign and a social media push promoting Rotary's global polio eradication efforts.

2-for-1 Recognition

During the week of 24-28 October 2011, donors will receive 2-for-1 recognition for every online contribution of US\$100 or more made to PolioPlus on www.rotary.org/contribute. We need your help to encourage members to donate online to make this promotion a success. You must be registered with Rotary's Member Access prior to making an online contribution. Member access provides Rotarians with online services and other important features. To register for Member Access, please visit www.rotary.org/memberaccess.

The promotion will begin on 6 a.m., Central Standard Time (CST), on Monday, 24 October, and end at 12 noon sharp (CST), on Friday, 28 October. Please note that contributions on www.rotary.org/contribute are in US dollars and 11 other Rotary supported currencies, including AUD, CAD, CHF, DKK, EUR, GBP, JPY, NZD, NOK, SEK, ZAR. Also, online contributions cannot be made on behalf of another individual, club, or district. We expect to have a high volume of online traffic associated with this promotion. Please allow 4-6 weeks for the promotional recognition to appear on your account and to request recognition materials. Click [here](#) for more information on the 2-for-1 recognition promotion.

"This Close"

Rally your members and spread the word to friends and family to participate in an exciting online campaign. To encourage widespread support for the effort to eradicate polio, Rotary has recruited a select group of notables for a "This Close" public awareness campaign. These public service announcements emphasize that Rotary is 99 percent toward its goal to eradicate this disease.



You can join the ranks of high-profile participants right now by creating your own "We're 'ThisClose' to Ending Polio" image, sharing with members of your social networks, and encouraging them to do the same by visiting www.thisclose.net. Click [here](#) for suggestions on how to create your ad and maximize your social media reach.

Together we can celebrate this year's World Polio Day by bringing global attention to Rotary's work to eradicate polio. Thank you for your ongoing commitment to Rotary's End Polio Now campaign.

Sincerely,

Bill Boyd
Chairman, The Rotary Foundation Trustees, RI

cc: Rotary International Board of Directors
The Rotary Foundation Trustees
Rotary Regional Foundation Coordinators
Rotary Coordinators
Rotary Public Image Coordinators
International PolioPlus Committee
Rotary's Challenge Committee
Rotary's Challenge Zone Coordinators
National PolioPlus Committee Chairs
PolioPlus National Advocacy Advisors
District Governors
District PolioPlus Chairs

The Rotary Foundation Contact Center:
Available for all general Foundation-related inquiries
866-9ROTARY (866-976-8279) | contact.center@rotary.org

Rotary International | One Rotary Center | 1560 Sherman Avenue | Evanston | IL | 60201 | USA

[Contact RI international offices](#)

This e-mail was sent to mikael.kietz@surfnet.fi.

At any point you can change your e-mail preferences by choosing the appropriate option:
[Update profile/E-mail address](#) | [Unsubscribe](#)

[Click here to read about Rotary International's privacy policy.](#)