

# Rotary Crocus Street Collection Box

## This Street Collection Box Contains:

- 100 Crocuses and information cards, money box and neck strap.

## Average Donation:

- £1 per Crocus

## Where to Use:

- Outside supermarkets, shopping centres, garden centres and hospitals.

## How to Use:

- Get noticed! Make yourself highly visible by wearing purple and lots of Crocuses.
- Find somewhere busy to stand (ideally where people aren't in a hurry).
- Smile, make eye contact and always say 'thank you!'
- Encourage everyone to wear their Crocuses so that they become walking adverts for Rotary and the End Polio Now Campaign.
- Tell everyone about Polio: about how it can paralyse and kill young children; how there's no cure but it can be prevented by immunisation. Tell them why the Crocus is purple – like the dye painted on the fingers of children to show they've been immunised. Tell them that 25 years ago it struck 350,000 children a year but thanks to the work of Rotary and others in 2015 there were only 74 cases. And with their help we will soon conquer Polio.
- Personalise the donation by saying that every £1 will pay for the lifetime vaccination of 3 children.
- Tell everyone about the generosity of the Bill & Melinda Gates Foundation who will turn every £1 we raise into £3 for Polio immunisation.
- Don't worry if you haven't sold all your Crocuses from your street collection. Sales average around 30 / hr and any left over can be used at other fundraising events.



## Permission:

**Public Places:** You may need to contact your local authority to get a license.

**Private Places e.g.** outside retail outlets, inside shopping centres: Contact the store owner or shopping centre managers for permission.

## Good Luck!

For more information please go to  
[www.rotarycrocus.com](http://www.rotarycrocus.com)



**This box of Crocuses  
should raise **£300**  
for Polio immunisation**

Thanks to the generosity of the Bill and Melinda Gates Foundation every £1 Rotary commits for Polio immunisation will be increased to £3.

*Whilst we appreciate your support, Rotary International cannot accept liability for any fundraising activity you undertake in our aid.*

Street Collection Box (UK) v2

Average Donation / Crocus: £1

Gates Foundation Contribution: £2

Total for Polio Immunization: £3

Total Raised per Box:  
3 x 100 Crocuses = £300