

Rotary Crocus Street Collection Box



This Street Collection Box Contains:

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

Average Donation:

- Ranges from US\$1 – US\$5 per Crocus.

Where to Use:

- Outside grocery stores, shopping malls, 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 immunization. Tell them why the Crocus is purple – like the dye painted on the fingers of children to show they've been immunized. Tell them that 25 years ago it struck 350,000 children a year but thanks to the work of Rotary and others last year there were only 223 cases. And with their help we will soon conquer Polio.
- Personalize the donation by saying that every US\$0.60 will pay for the lifetime vaccination of a child.
- Tell everyone about the generosity of the Bill & Melinda Gates Foundation who will turn every US\$1 we raise into US\$3 for Polio immunization.
- 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 malls: Contact the store owner or shopping mall managers for permission.

Good Luck!

For more information please go to
www.rotarycrocus.com



This box of Crocuses should raise **US\$300** for Polio immunization

Thanks to the generosity of the Bill and Melinda Gates Foundation every US\$1 Rotary commits for Polio immunization will be increased to US\$3.

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

Street Collection Box (US) v1

Average Donation / Crocus: US\$1

Gates Foundation Contribution: US\$2

Total for Polio Immunization: US\$3

Total Raised per Box:
3 x 100 Crocuses = US\$300