



The Promise-Keeper

a newsletter of the Zones 31 and 32
Polio-Eradication Campaign
Volume 1, Issue 1, December 2002



Our Purpose by Don Osburn

The purpose of this newsletter is to focus on Polio Eradication Campaign activities in zones 31 and 32. We hope you will support Bruce Frassinelli, past governor of District 7150, who is serving as editor and publisher of this periodic newsletter, by sharing innovative ideas and success stories with him. We will also attempt to keep you informed of new materials and tools that may be helpful or of interest.

Public relations is a key dimension of this campaign, and Carol Ann Weisenfeld, past district governor of District 7630, will be giving leadership in this area to Rotarians in the two zones. Please contact her if you have special requests. The four Zone Polio Eradication Campaign leaders -- Hogie Hansen, Brad Jenkins, Lou Marciano and Jim Spencer -- will always be available to answer questions or support an initiative in your district. Please involve them.

To insure success, your leadership is the key. All Rotarians must be given the opportunity to contribute, and your personal commitment will lead the way. As Rotarians, we are The Promise-Keepers; Rotary must fulfill its promise to eradicate this dreaded disease from the face of the earth by 2005, our centennial year. Your commitment to this promise will not only be appreciated by The Rotary Foundation, but, more importantly, by children of the world.

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Our Quest by Bruce Frassinelli

The urgency of our quest to make the world polio-free by Rotary's centennial year in 2005 has been underscored by our president, Bhichai Rattakul. Confirming Rotarians' efforts to raise \$80 million to close a critical funding gap, Rattakul warns that unless we defeat polio now, we will lose everything we have gained. "It is an enormous undertaking," he added, "but our commitment will benefit millions of children around the world." Rattakul promises that we Rotarians will continue our efforts until every child is protected, in every country. According to the World Health Organization, there were 770 cases of wild poliovirus reported between September 2001 and September 2002. These included: 540 in India, 119 in Nigeria, 93 in Pakistan, six in Afghanistan, five each in Niger and Somalia and two in Egypt.

The Promise-Keeper newsletter is intended to keep Rotarians in Zones 31 and 32 aware of innovative efforts to keep the commitment to raise the necessary funds to achieve the Polio Eradication Campaign goal. The newsletter also is intended to keep Rotarians aware of where we are in the worldwide effort to beat back the polio scourge.

Our president says the Rotary Foundation provides Rotarians with unlimited opportunities to do good in the world. "We must remember," Rattakul says, "that every act of service, no matter how small, is like a seed, a seed of love that will germinate and grow."

It is important that we sow the seeds of love through The Rotary Foundation. As Rattakul points out: "These seeds will take root around the world, providing a legacy of hope for future generations." As leaders of the Polio Eradication Campaign effort, we need to step forward to make our pledges as an example to rank-and-file Rotarians. If you haven't made your pledge, please do so this month to your club's designated Polio Eradication Campaign chair.

*Bruce Frassinelli is publisher & editor
of The Promise-Keeper*

Private support from Banking Community by Dan Mooers

Like most successful projects in Rotary, it took a single Rotarian to share an idea that has blossomed into an exceptional public image opportunity and an outstanding fundraiser for Rotary's polio eradication campaign in District 7780 (S. Maine, SE New Hampshire and NE Massachusetts). Shortly after I spoke at her club about the polio fundraising campaign, Allison Field, outgoing president of the Exeter, N.H. club and manager of two bank branches, forwarded me a copy of an e-mail she had sent to the bank president.

The message was to the point: She thought the bank should contribute \$100 for each Rotarian employee and allow each branch to have a polio display inviting customers to donate. Russ Cole, bank president and a Rotarian, eagerly embraced the idea. Our district secretary and graphic designer developed a poster, and, within a couple of weeks, polio eradication displays began to appear in the 23 branches of Ocean National Bank in Maine and New Hampshire. At about the same time, photos of our District Governor, Tim Placey, accepting a \$2,200 check (\$100 for each of the 11 Rotarian/employees) began appearing in local papers with a story about the bank's participation in Rotary's polio eradication fundraising efforts.

The ink was not dry on the first check when I called Past District Governor Marie Williams, manager of a competitor bank. When I told her what Ocean National Bank was doing, she called her bank's president to see whether Kennebunk Savings Bank also could be involved. Having been asked to be the Kennebunk club's PEC chair, bank President Joel Stevens thought polio eradication was an excellent use for the bank's "community service" budget. After a meeting with me, he agreed his bank would donate \$500 to each club with a Kennebunk Savings Bank employee as a member, with the stipulation the money go to The Rotary Foundation for polio eradication. Governor Tim was on the road again, this time having his picture taken receiving the representative check for \$4,500. Local papers again picked up the story about Kennebunk Savings' participation in Rotary's eradication fundraising campaign. A couple of weeks later I was visiting the Boothbay Harbor, Maine, club and was pleased when a visiting Rotarian approached me to say that he had heard me speak about polio eradication the previous week at his club in New Hampshire. He was visiting with his son, also a Rotarian. When I asked his classification, I learned he was president of a small Federal Savings Bank.

I went to my car, got the posters, and the next day e-mailed Peter Hamblett, bank president. A short time later, I drove to Dover, N.H., and signed him up for a donation of \$200 for each of his five Rotarian employees. Governor Tim picked up the check for \$1,000 and another photo opp so local papers could be told about Federal Savings Bank of Dover's participation in Rotary's eradication fundraising campaign. Liz Valliere, district secretary, went to work designing a poster, and displays went up in the bank's five branches.

I recently received an excited call from the bank's PR representative to tell me that a bank customer, after looking at the poster, wrote a check for \$10. The story is not quite finished. Recently I contacted the PEC chair for another local club, suggesting that he might want to approach one of his members who is the president of another small bank in southern Maine. He did, and the response was positive. Shortly, the district will have another bank's check for polio eradication, and the four branches of the Saco-Biddeford Savings Institution will have polio eradication posters inviting the public to learn more about the campaign and to make a contribution. Now banks in more than 30 of the district's communities are displaying posters about polio eradication, and clubs are working with more banks to sign up additional contributors.

While the district committee naturally wants the money these efforts bring, we are even more interested in the positive image Rotary's effort portrays to the communities. It has had a positive influence on the morale of the involved clubs, and we are seeing clubs increase their goals. So far, clubs in the district have committed to raise more than \$325,000, and the number increases each week. We have been able to send about \$55,000 to the Foundation, and another \$20,000 is in transit. Several major new initiatives are planned, and the excitement continues to grow as club members see the reaction of the public to our effort. *(Dan Mooers, past Rotary International Director and governor of District 7780 in 1990-91, lives in S. Portland, Maine)*

R. I. President Bhichai Accepts D7150 Polio Eradication Check

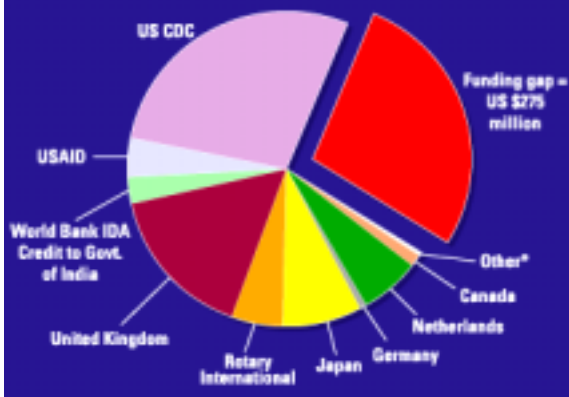


District 7150 Polio Campaign Chair, PDG Ed Paparella, left, and District Governor Don Reese, right, present symbolic check to Rotary International President Bhichai Rattakul during a recent three-day visit to central New York. Rattakul was the featured speaker at a dinner in Rome, N.Y., the first time an RI president has been in the district in 20 years. District 7150 reached new heights in the Polio Eradication Campaign when it eclipsed its \$300,000 goal with \$320,225 in pledges, and the amount continues to grow daily.

Rotary Statistics as of November, 2002 in Zones 31 & 32

Name of District	# Clubs in District	District Goal	# Clubs having programs	#Clubs reporting commitments	Personal commitments	Total amount committed to date	DDF Funds
7040	63						
7120	68		25	25		\$124,200.00	
7150	45	\$300,000.00	35	35		\$320,225.00	
7170	43		22	22		\$150,109.00	
7190	46						
7210	66		43	18		\$52,850.00	
7230	43						
7250	40						
7260	33	\$120,000.00	10	5		\$11,000.00	\$10,000.00
7350	45						
7370	32	\$150,000.00		5	\$2,500.00	\$40,100.00	
7390	47						
7410	45	\$35,000.00	29	2	\$2,750.00	\$6,000.00	
7430	49						
7450	53	\$450,000.00	12	1	\$2,500.00	\$7,395.00	\$25,000.00
7470	55	\$250,000.00	37	11		\$38,413.00	\$20,000.00
7490	51			26		\$26,000.00	
7500	41						
7510	47						
7620	65						
7630	44	\$300,000.00	44	7		\$156,900.00	
7640	48						
7780	45	\$300,000.00				\$325,000.00	
7790	56					\$1,121.00	
7810	42					\$3,385.00	
7850	39		30				
7870	58					\$6,000.00	
7890	65	250,000.00				\$12,451.00	
7910	53	\$250,000.00				\$32,315.00	
7930	46					\$10,200.00	
7950	66	\$300,000.00				\$14,353.00	
7980	65	\$360,000.00				\$63,675.00	
Totals		\$3,065,000.00			\$7,750.00	\$1,401,692.00	\$55,000.00

Polio: The Funding Gap 2002-05



Polio Cases Triple in India

News media reports indicate that polio cases in India have nearly tripled in the first half of this year compared with the same period a year ago. According to those reports, the disclosure ``could set back the world's drive to wipe out the virus by 2005.''

Two decades ago, the reports continue, India saw tens of thousands afflicted with polio every year, but was now thought to be on the last lap in the race to wipe out the disease after an immunization campaign. The National Polio Surveillance Project reported 86 new cases from January through June this year, compared to 31 cases over the same period last year, the news reports indicated. Rotary officials involved in the Polio Eradication Campaign urged Rotarians to re-double their efforts to ensure that our goal is reached by 2005, Rotary's centennial year.

Media Tips

The effort to raise \$80 million this year to eradicate polio will take a massive public relations effort. Each community has news media which can serve as a conduit to get information to not only the general public but also to Rotarians who tend not to read internal communications. Some Rotary p.r. chairs are turned off by their relationships with their community's news media, complaining ``they never print what I send in," ``they're not interested" or ``they have something against Rotary."

In most cases, these are misperceptions. Most local news media want local news and information. As in all things in life, there are right and wrong ways to deal with challenges such as these. We call them knowing the ``rules of the game." You need to know the rules if you're going to play the game effectively. Here are 10 tips to help you or your public relations chairs get publicity and into the game:

- Know the policies of the newspapers, TV stations, cable systems with which you are dealing.
- Make contact with the person who will handle your organization's news releases and information.
- Understand the differences among the various media. Weekly newspapers will be the easiest to access, then daily newspapers, then TV.
- Let media decision-makers know of key events well in advance of activity -- 7 to 10 days is good.
- Many weekly newspapers will use articles as submitted, so learn how to write them accurately, interestingly, succinctly and in the appropriate style. Never ask for an article not to be edited or changed.
- Remember, the main purpose of public relations is not to develop a pretty scrapbook of clippings and photos or to brag to other club members. It's to inform the public, tell your organization's story and to elicit action on the public's part.
- If you have an idea for a story or photo, don't hesitate to call the media. That's why it's good to have contact persons. Have a gimmick or a hook -- something out of the ordinary.
- If one or more media representatives attends a function, be sure to have someone assigned to help with photo identifications and logistics.
- The media are interested in information about events before they occur.
- If you're frustrated, don't quit. Call a decision-maker and try to straighten out the issues -- calmly and without threats. Don't be afraid to ask for help.

Promise Keeper Contacts

Following is a list of contacts for the Polio Eradication Campaign newsletter in zones 31 and 32.

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