

## ROTARY DAY – THANKS FOR LIFE

AUGUST 2010

### Over 4 million bulbs, or 13.5 tonnes of flowering ‘purple pinkie’ crocuses will soon descend on Rotary Clubs in Great Britain & Ireland

The launch of the Focus on the Crocus, a Club and RIBI initiative, has been a phenomenal success: Some 4 million bulbs will adorn our land to celebrate Rotary Day and all we stand for.

This is the largest single bulb endeavour since the International Flower Bulb Centre (IFBC) ‘painted’ the Rhine with colour. We believe it to be the biggest single charitable bulb plant to support any global health programme in the world.

It’s caught Member’s attention. It’s caught School’s and the wider public’s imagination. It’s attracting great partners and business sponsorship. It’s attracting membership. It’s bringing polio eradication into public focus.

It will place an RIBI Club, District or partnering organisation into the Guinness World Record Book.

So come on guys. Let’s capitalise on the opportunity. Let’s grow not just the crocus but membership by having recruitment material at every event we run for Thanks for Life.

Your RIBI T4L team have done their bit to create awareness and make things happen. Now it’s your opportunity to jump on this roller coaster to promote membership of your Club or District & offer your community the ability to help...



**Rotary Day – Thanks for Life** is now moving up the priority list. Schools are in their summer break so we need to use this time to reach out to local authorities, business communities and community groups to ask for their help in planting our bulbs during the month of October and raising awareness and funds in February. We need to be ready for when the schools return in early September so let’s work together and ‘sell’ the *Thanks for Life* story.

**Remember Our 2010/11 Campaign Target Dates:**

**PURPLE PINKIE - THANKS FOR LIFE CAMPAIGN – Autumn 2010 and February 2011**

**ROTARY AWARENESS DAY - Wednesday 23rd February 2011**

**PDG DON MERRITT District 1130 “Thanks for Life Chairman” 07836722732 [donaldm351@aol.com](mailto:donaldm351@aol.com)**

## Little bulbs that help build communities and bridge continents

**It's not big bucks that make a life changing impact for others.** Huge though the bulb order has become, it equates to just 74 bulbs per member costing around £1. This will fund 5 immunisations, and could if sponsored at 20p a bulb, raise over £2m to help end polio by 2013.

## You have dug deep into your creative minds to bring colour into our and others lives, and in doing so helped strengthen our Rotary movement.

With that average order of 74 bulbs per member or 2,264 per Club, FOTC has become a catalyst for action and for inspiring ideas. More members, in more Clubs around RIBI land have been energised to develop activities, to work closer with their communities and more effectively with their partnering Clubs within and across Districts. Collectively we are helping to grow and display Rotary in its true colours.

FOTC congratulates all Clubs for a potentially great spring time show the whole country can enjoy. Whilst still subject to receipt of final order details, special mention has to be given at this stage to the following District Coordinators and their DG for taking this germ of an idea to great heights. Particular congratulations to Howard Caskie D1160, his team of AGs and all the Clubs in 'Ireland' for a quite remarkable response:

- **The largest District bulb order (410,000) : D1160 D4L Coordinator, Howard Caskie & DG Wes Armstrong**
- **The highest average bulb order per Club (5,541) : D1160 D4L Coordinator, Howard Caskie & DG Wes Armstrong**
- **The highest average bulb order per Member (214): D1130 D4L Coordinator, Don Merritt & DG David Storrie**

Here's the upper quartile featuring a third of all Districts:

	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>
Total bulbs	410,000 D1160	<b>367,000</b> <b>D1130</b>	330,000 D1030	280,000 D1100	274,000 D1010	250,000 D1110	225,000 D1260
Average per Club (2,264)	5,541 D1160	4,853 D1030	<b>4,545</b> <b>D1130</b>	4,500 D1260	4,179 D1100	3,289 D1110	3,114 D1010
Average per member (74)	<b>214</b> <b>D1130</b>	171 D1030	162 D1160	145 D1260	134 D1100	96 D1110	94 D1050 D1140

Our thanks also to Tony Fairley & DG Les in D1030 - our angels from the north, who were just piped at the post by the late run by Howard Caskie and friends! An all round great performance – Thank you...

## Some emerging planting sites and ideas

**The headline event at Trafalgar Square, 1<sup>st</sup> October is looking good.** It will be managed on the ground by **D1130's T4L Coordinator PDG Don Merritt**. D4L Coordinator Tony Fairley is in discussion with Gateshead Council with a view to planting at or near the *Angel of the North*.

With more to come in the next edition, here is a small selection of sites and ideas we have heard about. Hopefully this will trigger even more ideas for the next edition ... and inclusion on the planting map now available at [www.focusonthecrocus.org](http://www.focusonthecrocus.org)

- Winslow RC, D1260 - Stow Gardens, Buckingham (National Trust) – 4,000 bulbs. This is a naturalisation project being overseen by the Trust's Head Gardener, who will be calling upon many of their own volunteers to assist Rotarians and friends' plant in October. Promotion is likely to appear in the NT's Regional Newsletter.
- D1180 – Mass planting on banks of the new A470 bypass near Llanrwst
- RC Hemsley, D1040 The Arboretum Trust, Kew at Castle Howard (National Trust) – 11,000 bulbs
- Wigan RC, D1280, Royal Wigan Hospital – 5,000 bulbs
- Leigh RC, D1280, Leigh Cenotaph
- Stevenage Clubs, D1260 – Working with the Primary Schools Forum Head, sponsorship of bulbs at 20p each with prizes (Dictionaries for Life) to the pupils in each of the 22 schools producing the best show in the wackiest container in February.



The most inclusive Club project we have heard about so far is that run by Rtn. Tim French MBE. Tim, a past President, and his Club at Haywards Heath (D1250) have purchased 61,000 bulbs for display and another 4,000 for selling in aid of End Polio Now.

The display takes the form of a massive river design on Muster Green, Haywards Heath being planted by school children on 1<sup>st</sup> October and completed by sponsored volunteers on the 2<sup>nd</sup> October. The 'river' has identified sections being sponsored by client's of Tim's Company, The French Group and local business.

The planting will be supported on Sunday August 29th by 'Making waves on Broadway', an all day musical event now in its 4th year. This is held on The Broadway, Haywards Heath and features local bands and music to cater to all tastes. The 'Focus on the Crocus' campaign will be highlighted at this event along with details of how the public can take part. Details of both events can be found on [www.itsmagic.org.uk](http://www.itsmagic.org.uk) for more details contact [tim@frenchgroup.co.uk](mailto:tim@frenchgroup.co.uk) Mob: 07768 254400



# Thanks for Life

[www.thanksforlife.org](http://www.thanksforlife.org)

Rotary International  
in Great Britain and Ireland



## NEWS UPDATE

### Focus on the Crocus just keeps on growing...

#### Reaching out to our public and getting the message across



To assist Clubs a dedicated web site has been developed to show exactly where the Rotary Bulb Plantings are taking place.

The public are now able to view a map of the UK and Ireland, locate known planting sites and make contact with their local Rotary Club.

#### Make sure your Club's activities are posted for maximum effect...

This new site is also carried by our partners' and the RIBI T4L site to encourage awareness of Rotary, support recruitment, and promote this opportunity to have fun, try for a world record and help End Polio Now.

#### The Guinness World Record challenge

Details of how to enter have been emailed to all Districts. In essence if your Club(s) would like to get at least 332 volunteers together, to each plant 5 crocus bulbs in one hour on a single site during October, they could be in with a chance of setting a New World Record!

For detailed information on the World Record Challenge contact  
DG Amanda Watkin on [awatkin@peoplerealm.com](mailto:awatkin@peoplerealm.com)

#### INSURANCE

Sutton Winson Limited (RIBI Insurers) has confirmed that the bulb planting activity is covered under the main RIBI Insurance policy. However they have also advised that Clubs should conduct a H & S assessment, including provision of High Visibility Jackets those planting at the side of main roads / roundabouts and more at risk locations. Contact Mark Hardy on 01444 251 159 for detail. Contact me if you would like the risk assessment template.

[www.focusonthecrocus.org](http://www.focusonthecrocus.org) and [www.thanksforlife.org](http://www.thanksforlife.org)



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## NEWS UPDATE

### Focus on the crocus supporting the 3 Objectives of Thanks For Life

#### 1. Creating awareness of Rotary



Add a splash of colour to your school next spring. Impress Ofsted with your environment programme. Be part of the historical opportunity to eradicate polio from the world!

**READ ALL ABOUT IT!**



**FOCUS ON THE CROCUS!  
THE ROTARY  
INTERNATIONAL  
THANKS FOR LIFE  
CAMPAIGN.**

RIBI is working with The Eden Project and the International Flower Bulb Centre (IBC) in Holland to plant purple crocus bulbs from the beginning of October so they will be in flower for Rotary Day – 23 February 2011.

23 Jul 10 | [Comment](#)

**RECORD BREAKERS**

This year's BIG BULB PLANT has partnered with Rotary International in Great Britain & Ireland (RIBI), in support of the Thanks for Life campaign to eradicate polio worldwide. Rotary clubs are aiming to set a Guinness World Record by encouraging local societies and schools to plant the most bulbs ever in one go.



**> FIND OUT MORE**

A major strength of 'Thanks for Life' is the partnership that has been forged between RIBI and [The Big Bulb Plant](#).

The Eden Project in conjunction with the International Flower Bulb Centre (Holland), has partnered with Rotary to promote Focus on the Crocus in support of their national 'bulb planting' campaign.

In addition, Learning through Landscape and The National Trust are partnered with Rotary, planting bulbs and promoting the work of Rotarians in the Eradication of Polio, truly raising our profile across Great Britain and Ireland.



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## 2. Membership – Driving interest your way

You will be meeting school teachers, parents, community group leaders, business people and many others. All will be interested in knowing more about Rotary, some may be interested in joining!

The main focus of your meetings and discussions will be about **Thanks for Life** and our **End Polio Now** campaign but we should always plan to gain the membership dividend from **every** activity - including this one.

All you need to do is to be ready to recognise interest in Rotary from whoever you meet; be ready to talk to them about the great fun and sense of achievement we all get from being in Rotary, the terrific people we meet, the difference we can make to people either locally or further afield and the chance to put something back into our community.



Stress that we welcome men and women of all ages. Have some "Join Rotary & Make a World of Difference" leaflets with you ready to hand out. When you do the planting there may be an audience; Why not give them all a leaflet? You won't know whether they are interested until you give them the chance to say...

Remember too that you are not necessarily recruiting for your own club. Think wider. The person you meet may prefer a different club so, by giving them the RIBI leaflet, you give them the chance to research any club and, if they are interested, to enter their details into the "How to Join" page of [www.ribi.org](http://www.ribi.org). You never know somebody near you may be entering their details now because someone from another club handed them a leaflet!

For more ideas contact [Peter Davey](#) RIBI Membership Chair. You may be hearing from RIBI any minute now...!

## 3. Supporting End Polio Now to meet the Gates Challenge by 2013

If sponsored at 20p a bulb, the cost of an immunisation with the Gate's premium, it would yield nearly £2m to help End Polio Now. That will provide a lasting legacy for some 4 million children under 5 ... and help bring the colour of hope into their and our lives.

[Learning through Landscapes](#) have contacted over 3000 schools to tell the **Thanks for Life** story. Schools near you are waiting to help with sponsored digs, opportunities to serve and a keen desire to learn more...

Working with the business community you can design a 'Window of Opportunity' again this year, link with local supermarkets and banks, think about the many ways you can maximise fundraising opportunities in support of End Polio Now and Rotary International...

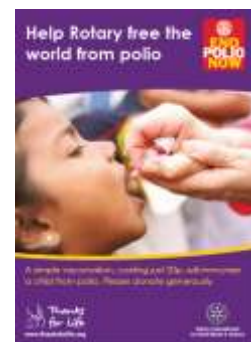
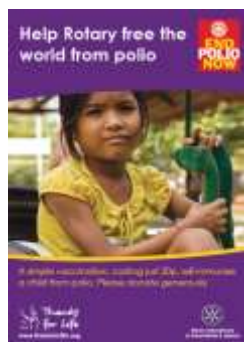
## New Marketing Materials

The final drafts (examples below) have been accepted and we are now organising the finance in order to supply each Club across RIBI with posters and leaflets; Districts will each receive two pull-ups and Clubs will be able to purchase additional pull-ups, leaflets and posters as they require direct from the RIBI Shop.

### Pull-Up



### Leaflet 1 of 2



### 3 Poster Designs

These resources are just the start! District 1130 have 'Focus on the Crocus' baseball caps for you to purchase, stickers will be available again this year, District 1260 are investigating badge supply, D1190 are getting quotes for purple balloons, and D1160 will have purple pinkie wrist bands available for sale.

**What merchandise does your District have that might be good to share across RIBI?**

**Let's work together and really promote Rotary Day – Thanks for Life**



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