PURPLE PINKIE PROJECT HANDBOOK

A PolioPlus Fund Raiser
by the Rotary Club of Lake City, Florida, USA
"Making children a part of the solution."

www.rotary6940.org/purplepinkie

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INTRODUCTION

Through out the world, each time a Rotary volunteer administers a polio vaccine, a child's pinkie is colored purple with the topical solution Gentian Violet - temporarily marking him to prevent double dosage on National Immunization Days (NID). In the March 2003 issue of the Rotarian (p. 23), six Ethiopian boys proudly display their purple pinkies as a sign of freedom from polio. Building upon this symbolism, the Rotary Club of Lake City called upon our local school children to help raise funds to immunize other children from polio. When each Columbia County school child donated at least $1.00 (the approximate amount Rotary International estimates is needed for one immunization), Lake City Rotarians painted their pinkie purple with the same Gentian Violet use through out the world on eradication day as symbol of one child saved from polio. Of course, more than one finger was painted as some children brought in multiples of $1.00. Children were drawn to this "purple badge" in their desire to help save other children from polio. Over 3,000 children from all of our county's twelve schools participated. Teams of Rotarians furiously painted pinkies and collected $3,000 from the children, in just over two hours.

The Purple Pinkie Project has been successfully duplicated by Rotary clubs all over the world as a purple pinkie has become a symbol of Rotary's fight to end polio. We invite your club to bring the Purple Pinkie Project to your area.

BENEFITS

- Most importantly, additional children will be immunized from polio
- We will be closer to the goal of eliminating polio worldwide.
- International understanding will be advanced as children from non-endemic countries are made aware of the polio problem in other nations and become part of the solution.
- Rotarians get a chance to talk about Rotary and great works of service to the next generation.
- By partnering with Interact and fellow Rotarians, service relationships will be built.

PROMOTION

School children seem to have an unusual fascination with 'marking' their bodies. Many young children love to paint their faces or draw on themselves with magic markers. Because of this apparently wide-spread fascination, raising funds to eradicate polio by challenging kids to make a donation in exchange for a painted pinkie almost promotes itself. With just a little Rotarian involvement, the kids will become excited and ready to help. Here are some ways to promote the project.

- The Rotary Club of Lake City will make available **posters** that will announce the Purple Pinkie Project to your schools and stir the curiosity of the students. The mantra that will be repeated over and over to the students via the posters is, "The Purple Pinkie Project is coming!" We will be happy to send your club a CD of this poster that is printer ready. Our rule of thumb has been to plaster the posters all over the schools following approximately a one poster per fifty to seventy-five students ratio.
- A series of **one minute videos** will support the poster effort. Most public schools have closed circuit television used for morning announcements. A series of one-minute videos have been created by our local high school video production class and is available to promote Purple Pinkie Day in the weeks leading up to the event If a picture is worth 1,000 words, moving pictures with sound may be worth 1,000,000 words. We wish to communicate the emotion associated with the polio virus as it manifests in developing countries. We also want to communicate the hope that there is a solution and the school children can become a part of that solution.

  Our plan, in the three weeks leading up to Purple Pinkie Day, is to ask the schools to play one of our one minute video each day during morning announcements. Each video in the series will educate the children about polio, about Rotary and about the Purple Pinkie Project. If we have done our job, the children will be primed and ready when Rotarians finally arrive on Purple Pinkie Day. The videos are available in DVD and VHS format. *We have found most schools prefer the VHS format*.

- **Press Release.** Also include in this handbook is a press release that can be sent to television stations, radio stations and newspapers to 'prep' the community about the coming effort. This project usually is well covered by the press.
- **Permission Slips**. Although, Gentian Violet is a very safe topical antiseptic used by nursing mothers and in the mouths infants, it stains the skin for at least three days. Risk managers at our local school district have suggested signed permission slips would be prudent to require before painting a child's finger. There is an excellent dual purpose here. In addition to insulating the

school district from potential surprised parents when their child comes home with a brilliantly purple pinkie, we have a captive audience to increase Rotary awareness with parents. A sample permission slip is included in this handbook. In keeping with our purple theme, we instructed our printer to use purple ink on white paper. *An important note, the Rotary Club of Lake City has painted thousands of pinkies and received not one parental complaint.*

- **Morning Announcements.** The days leading up to Purple Pinkie Day, morning announcements are a great opportunity for Rotarians to visit the schools stir up excitement and give updates about polio and the global status of eradication efforts.

TIME LINE

1. Learn about the Purple Pinkie Project and what would be required from club members.
2. Present the project to your board/membership. Although this is not a labor intensive project to set up, many club members will be needed on Purple Pinkie Day.
3. Present the Purple Pinkie Project to your Superintendent of Schools to receive permission to do the project. Expect to receive questions about the safety of Gentian Violet and its staining qualities. G.V. is very safe but stains magnificently. For this reason, a permission slip if a good idea. To expedite your approval process your school district may wish to contact Columbia County Public Schools as a reference. Our superintendent has agreed to receive calls from fellow administrators.

   Mr. Grady D. Markham
   Columbia County Public Schools
   W Duval St.
   Lake City, Florida, USA, 32025
   386-755-8000

4. Present the project to the principles of your community's schools to see if they wish to participate. You may emphasize, very little will be required on their part. Expect varying interest among principles, some will be super enthusiastic and others will merely ascend with little direct involvement.
5. Order promotional material (One-minute video, posters, press releases, etc.). Rotary Club of Lake City will be happy to make our materials available to any interested club. An order form for the videos is included in this handbook.
6. Present project to a local pharmacy to see if they may wish to donate Gentian Violet. G.V. comes in one ounce bottles and goes a long way. It is very concentrated. One bottle should be sufficient to paint 100 or more pinkies.

Our local pharmacy promised to match the children's' donations up to $2,000. In turn, we carried the pharmacy's logo on the permission slip that went out to 9,000 parents.

7. Solicit involvement of your local Interact club - if you have one. They are great help in painting fingers on Purple Pinkie Day.
8. **Four weeks out**. Distribute posters to schools. In our district, the schools preferred to post the posters themselves because they had pre-planned spots.
9. **Three weeks out**. Distribute One-minute videos that will run each day during morning announcements leading up to Purple Pinkie Day.
10. **One week out**. Distribute permission slips to schools to be given to students. Permission slips should be returned to the teacher and presented on Purple Pinkie Day.
11. **Purple Pinkie Day**. Each of our Rotarians were able to paint about 50 pinkies per hour. In our district, we will have at least four Rotarians at each school of our schools.

ROTARIAN INVOLVEMENT

This is a project that can really energize the membership, young and old. A Rotarian should be assigned to each participating school. They should be the club's contact person for the school and will distribute the posters and videos. When Purple Pinkie Day arrives, many more Rotarians will be needed. Follow a '50 pinkies per hour rule' to estimate the number of Rotarians needed for each school. We found that some Rotarians do the painting, some collect the permission slips and money. Other Rotarians may be present for to talk about Rotary and manage the crowd.

PHARMACY PARTNERS

Polio eradication and Gentian Violet are subjects in which pharmacists are very familiar. Since, thousands of students running around town with pinkies painted with Gentian Violet makes for outstanding press, this may be a good project to involve your local pharmacy. First, your local pharmacy may wish to donate a supply of Gentian Violet needed for the project. Second, the pharmacy may wish to pay the printing cost of your permission slips in exchange for their logo being included on the permission slip. Lastly, the pharmacy may wish to receive further good-will from the project by matching a certain amount of funds raised. In this way, both the polio eradication effort and the pharmacy benefit in a win-win situation.

SUPPLIES AND COST

- Non-toxic “Gentian Violet” - If purchased retail, the cost could reach US$5.00 per bottle. However, the wholesale cost per each bottle of G.V. is less than US$1. Perhaps one of your local pharmacies would like to donate the G.V. needed for your project. In exchange, you could give them credit in on your posters or permission slips. Budget about one 1 oz. bottle for 100 students.
- Collection buckets. We found 1 ½ gallon mustard and mayonnaise plastic containers excellent for coin buckets. Sandwich delis usually throw these in the trash. Perhaps your local deli could save a few for you.
- Coin sleeves - Many donations will come in the form of dollar bills. However, there will be plenty of change. It would be good to include some coin sleeves with each bucket that goes out to schools so the assigned Rotarian team at each school may roll the coins. It is a tough job for one person to do. Perhaps one of your local banks will donate a supply of coin sleeves to your project.
- Parent permission slips - A sample of a parent permission slip used in Columbia County is included in this handbook. Your particular school district may wish to modify parts. Our club spent about 2 cents per permission slip. IMPORTANT RI RULE: THE ROTARY WHEEL CAN NOT BE USED ALONE. YOU MUST ASSOCIATE YOUR CLUB NAME WITH THE LOGO.
- Promotional posters - CD is available for printing by your local printer.
- Latex gloves - Since G.V. is very messy, it would be good to arm each club member that paints pinkies with a pair of latex gloves. Our hospital gladly donated enough gloves for our project.
- Old newspapers - The schools will likely provide a table on a walkway, in a classroom or in the cafeteria for your team to set up on for Purple Pinkie Day. To avoid purple stains on the table, it would be good spread out plenty of old newspapers.
- Q-Tips - We have found the best way to apply the G.V. to the pinkie is by Q-Tips. Include a handful in the bucket for each team.
- Paper Towels - Much of the G.V. mess may be avoided by drying the pinkie effectively with a paper towel after applying the dye. Once dry, G.V. should not stain other things. We armed each Rotarian team with one or two rolls of paper towels.

PARENT PERMISSION: PURPLE PINKIE PROJECT

In 1985, Rotary International began raising funds in an effort to eliminate Polio worldwide. Polio has not been a problem in the United States for many years, but this is not the case in many developing countries. By partnering with the World Health Organization and other government and private groups, Rotary International has achieved a 99 percent reduction of Polio worldwide. Our local *insert club name* has been participating in this effort from the beginning. Presently, through the Purple Pinkie Project, we wish to make insert school district school students part of the solution.

On insert date , two members of the club name will visit your child's school. Since $1.00 is the approximate cost to immunize one child from polio, the students have been encouraged to bring $1.00 or more to help with this cause. When your child puts $1.00 in the Purple Pinkie Bucket, we will paint his pinkie with Gentian Violet as a symbol of one child immunized from Polio. Of course, more than one finger may be painted if more than $1.00 is donated!

Gentian Violet is a topical dye used by Rotary International to mark children after they have been immunized from Polio. This prevents double dosage. Since it is widely used by nursing mothers and in the mouths of infants, it is very safe. Its safety has been confirmed by our Health Department and local pharmacists. However, Gentian Violet is brilliantly purple and will leave your child's finger colored for a day or two. To prevent staining on things other than fingers, we will dip and immediately dry the finger with paper towels.

If you wish for your child to participate in this project, please sign below.

_____ _____

Parent or Guardian Print Student's Name

Pharmacy logo if needed

Rotary Club of _____

IMPORTANT REMINDERS FOR PURPLE PINKIE DAY

Here are some important reminders for each Rotarian team on Purple Pinkie Day. *Send this list with each Rotarian team as they go to their designated school.*

1. **Every student that participates must have a signed permission slip. Permission slips have already been sent out through the school district office. Please collect permission slips for each student. Turn permission slips in with money collected.**

2. Remember to turn money over to the project chairperson.

3. Remember, Gentian Violet is very messy. Make every effort to keep it off clothing.

4. Very little Gentian Violet is needed for each pinkie. One drop will spread quite efficiently with a Q-Tip.

5. Wipe the pinkie COMPLETELY DRY with a paper towel.

6. More than one finger may be painted. $1 per finger.

7. Remember to tell our story. Many students and parent may not know about Rotary or our mission to eradicate polio. Feel free to tell our story many times.

8. If Gentian Violet is used wisely, we estimate your supply of 1 oz. bottles is sufficient for each school. An emergency re-supply will be delivered immediately to your school upon request

9. Lastly, HAVE FUN!

PRESS RELEASE

FOR IMMEDIATE RELEASE

Club Contact:
Name of Contact Person
Rotary Club of _____
Address
City, State, Zip
Phone
Email

SCHOOL CHILDREN TO GET PINKIES PAINTED PURPLE TO ERADICATE POLIO.

YOUR CITY, COUNTRY - On insert date , members of *insert club name* will visit local schools to raise money for polio eradication. In 1985, Rotary International began raising funds in an effort to eliminate Polio worldwide. Polio has not been a problem in the United States for many years, but this is not the case in many developing countries. By partnering with the World Health Organization and other government and private groups, Rotary International has achieved a 99 percent reduction of Polio worldwide. Our local *insert club name* has been participating in this effort from the beginning. Presently, through the Purple Pinkie Project, we wish to make insert school district school students part of the solution.

Since $1.00 is the estimated cost to immunize one child from polio, local students have been encouraged to bring $1.00 or more to help with this cause. Each time a student puts $1.00 in the Purple Pinkie Bucket, we will paint his pinkie with Gentian Violet as a symbol of one child immunized from Polio. Of course, more than one finger may be painted if more than $1.00 is donated!

Gentian Violet is a topical dye used by Rotary International to mark children after they have been immunized from Polio. This prevents double dosage. Since it is widely used by nursing mothers and in the mouths of infants, it is very safe. Its safety has been confirmed by doctors and pharmacists. However, Gentian Violet is brilliantly purple and will leave the child's finger colored for a day or two. By partnering with Rotary, our local students will become part of the solution to polio, and their purple pinkie will be their own personal reminder of one more child saved from the polio virus.

The Purple Pinkie Project will be promoted within the schools for several weeks leading up to Purple Pinkie Day. We expect more than ____ students will participate.

Upon your request, video and pictures are available.

RE: PURPLE PINKIE PROJECT / VIDEO INSTRUCTIONS

Dear School Leaders:

Thank you for participating in the Purple Pinkie Project. For every 60 cents that is donated to the Rotary Polio Eradication Fund, one child will be immunized from polio. Seven countries remain endemic for the polio virus. It is the goal of Rotary to completely eradicate polio from the world by 2005 - the 50th anniversary of the development of the polio vaccine.

With the Purple Pinkie Project, children are saving children. Enclosed is a DVD or VHS containing five one-minute promotional videos. These videos were created by students at Fort White High School in Ft. White, Florida, USA. Their challenge was to integrate various video, picture and music formats using video editing software new to them. Because of this challenge, there are a few minor technical 'hiccups' in the video. The message, however, comes through powerful and clear.

We request your school play these short "commercials" to your students during morning announcements once each day in the weeks leading up to Purple Pinkie Day. Here is the requested order of presentation.

	Mon	**Tues**	**Wed**	**Thurs**	**Fri**
4 Weeks out	PSA1 :30 sec	PSA2 :30 sec	PSA3 :30 sec	Mission Possible 1:30 sec	Purple Pinkie 2:57
3 Weeks out	PSA1	PSA2	PSA3	Mission Possible	Purple Pinkie
2 Weeks out	PSA1	PSA2	PSA3	Mission Possible	Purple Pinkie
Purple Pinkie Week	PSA1	PSA2	PSA3	Mission Possible	Purple Pinkie

Hopefully, by time Rotarians arrive for Purple Pinkie - armed with bottles of Gentian Violet, paper towels and collection buckets - your students will understand polio, what is being done to eradicate the disease and how they can become part of the solution.

Thank you for joining us!

PURPLE PINKIE PROMOTIONAL VIDEOS ORDER FORM

If you wish to promote this project to your schools with a video, we will gladly send you either a DVD or VHS of the Purple Pinkie Videos and a CD of the Poster. If you return the form below, along with a check to help cover our costs, we will send the videos.

Note: most schools only have only VHS capabilities. You may want to contact your schools in advance. Also, you may wish to order just one and make as many copies of the video as you wish.

Rotarian Name. _____ Email. _____

Club Name. _____ Phone. _____

Address _____

_____

Here is a worksheet to help you calculate your request.

	Per Unit	# Units	Sub Total
VHS	$4.00		
DVD	$5.00		
Poster CD	$5.00		
		Shipping	$4.00
		Total	

Please make check payable to:
Rotary Club of Lake City, FL, USA
c/o John Wheeler
622 SW Main Blvd.
Lake City, FL 32025, USA

Fax. 386-752-9802

Note: If you just want our free handbook, send an email to: jwheeler@se.rr.com