

World polio day 24.10.2025 / SPOTLIGHT ON POLIO

Lighting up the world on World Polio Day – Let's make history together! 💡🌍

End Polio Now Coordinators Lidun Hareide (Zone 18) and Mikko Lindeman (Zone 17) invite all Rotarians, Rotary clubs, and districts to a joint SPOTLIGHT ON POLIO campaign on World Polio Day, October 24.

Let's make Rotary's work visible by lighting up a landmarks or buildings. Combine the SPOTLIGHT ON POLIO event with an effective fundraiser.

The campaign has three clear goals:

- **Create visibility for Rotary: Let's highlight the incredible work we do in the world.**
- **Draw attention to the fight against polio: Let's remind everyone why this work is still critically important.**
- **Raise money for the final eradication of polio: Every euro brings us closer to the goal.**

In 2024, the clubs in District 2305 carried out a similar campaign in Norway. The campaign was a great success. It received wide media coverage, generated interest in local communities, and increased member engagement.

This year our goal is to light up a large part of the world! All Rotary clubs and districts are welcome to join! Clubs and districts from Norway, Iceland, Sweden, and Finland are already participating. Participants from Poland, Lithuania, Latvia, Greenland, the Faroe Islands are welcomed also. The UK, Belgium, the Caribbean, Australia, and the USA. Together, we will light up large parts of the world!

Every donation is important! Now is our chance to make an impact!

How can your club participate?

The club decides for itself what it lights up and how the fundraiser is organized. Here are a few examples:

- **Organize a joint dinner that includes information about polio.**
- **Hold a lottery and donate the proceeds to The Rotary Foundation's PolioPlus fund.**
- **You can sell "End Polio Now" pens. (You can order pens by email from Ulf.bingsgard@telia.com).**
- **Give donors a vaccination certificate ("Your donation vaccinated 50/100/200 children."). You can get the certificate template from Lidu or Mikko.**
- **Encourage Rotarians and non-Rotarians to join the PolioPlus Society with an annual minimum donation of 100 USD. <https://www.endpolio.org/>**

Let's act together and eradicate polio by lighting up the world! Every action matters. People of Action!

