

## **Rotary's US\$100 Million Challenge**

New web address for contributions to the Challenge: [www.rotary.org/endpolio](http://www.rotary.org/endpolio)

- Created for a non-Rotarian audience, but may also be used by Rotarians
- Rotarians log into member access when contributing
- Accepts contributions in USD
- Website will be publicized on public materials for Rotary's US\$100 Million Challenge (brochures, posters, billboards, ads)

New promotional materials for Rotary and non-Rotary audiences

- End Polio Now brochures
- End Polio Now posters
- End Polio Now pop-up boxes
- DVD with Bill Gates, Sr., Ban Ki-Moon, Bob Scott

End Polio Now Quarterly Newsletter

- First edition in July 2008
- Sent in hard copy first edition only, then emailed
- Certain officers (Polio or TRF-related) will receive automatically, others must sign up
- To provide fundraising and polio eradication status

District reports and Zone reports on fundraising efforts will be available by 1 July 2008

- Should be available through Member Access
- Also available by contacting Polio or Challenge staff

**Mailings for support for Rotary's US \$100 Million Challenge**

Interact Letter  
Rotaract letter  
TRF Alumni Associations  
TRF Alumni  
DG mailing  
Zone Challenge Coordinator Appointment Letter  
Fellowships- *pending*  
Polio Service Award Recipients (10K+ donors)  
TRF Trustees  
RI Directors  
Zone Challenge Coordinators contribution ltr  
IPPC Members  
Other Polio committees except PolioPlus Partners  
RRFCs - *pending*