

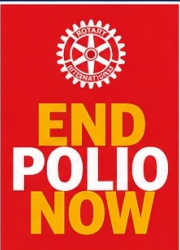


Rotary

District 5130

Service Above Self

TOGETHER, WE MAKE A DIFFERENCE



Dear Fellow Rotarians,

I hope this message finds you well and inspired by the incredible impact we continue to make together.

One District. One Torch. One Mission:
END POLIO NOW.

This October, Rotary District 5130 has an exciting opportunity to come together in a bold, visible, and unifying way.

From **October 2–24, 2026**, our End Polio Now Torch Relay will travel from north to south across our district—uniting clubs and communities while raising awareness and funds to help eradicate polio for good.



The Torch Relay is scheduled for **October 2–24, 2026**, culminating on World Polio Day, October 24.



END POLIO NOW

Together, we can end polio forever.

WORLD POLIO TORCH RELAY 2026

CLUB PUBLIC IMAGE TOOLKIT

OCTOBER 2	CRESCENT CITY TO PETALUMA	OCTOBER 24
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Plan • Promote • Capture • Celebrate

Prepared by the District 5130 Public Image Committee

Maggie Padovani, District Public Image Chair | Renee McKenna, Torch Relay Chair

Get Started

Eight actions that keep club planning simple and communications consistent.

Relay at a glance

The Torch launches in Crescent City on October 2 and travels through District 5130 communities before the World Polio Day finale in Petaluma on October 24, 2026.

Your club's eight essential actions

- ☐ Confirm your club's Torch date, time, route and handoff details.
- ☐ Name one Event Lead and one Public Image Lead.
- ☐ Confirm a safe, accessible 1-3 mile walk, run or ride—or a shorter community gathering.
- ☐ Invite Interact, schools, local officials, community partners and neighboring clubs.
- ☐ Create a local Facebook Event connected to the District-wide campaign.
- ☐ Send the local press release and media alert on schedule.
- ☐ Assign a photographer and capture action, people, partners and the Torch handoff.
- ☐ Share attendance, photos, coverage and highlights with the District after the event.

Keep roles light

Event Lead	Route, timing, volunteers, safety and handoff coordination
Public Image Lead	Media, social posts, club website and District coordination
Photographer	Action photos, short video clips and participant quotes
Community Liaison	Schools, officials, sponsors, partners and public invitations

Promote Your Event

Use one message across media, social platforms and community invitations.

Recommended promotion timeline

4 WEEKS	Announce the local Torch stop; publish your Facebook Event; invite partners.
3 WEEKS	Send the news release; share an End Polio Now fact and volunteer spotlight.
2 WEEKS	Invite local media and officials; recognize sponsors and community partners.
1 WEEK	Begin countdown posts; confirm interview spokespeople and photographer.
2-3 DAYS	Send the media alert; repost event details, parking, route and public invitation.
EVENT DAY	Post the Torch arrival, action photos, short video and handoff update.

Core message

COPY AND CUSTOMIZE

Rotary members across Northern California are passing the Torch through their communities to raise awareness and support for a polio-free world. Join the Rotary Club of [CLUB] on [DATE/TIME] at [LOCATION] and be part of the journey.

Social media essentials

- ☐ Use the official Torch graphic and approved Rotary/End Polio Now branding.
- ☐ Include your exact local date, time, location and participation details.
- ☐ Tag District 5130 and participating partners when appropriate.
- ☐ Use: #WorldPolioTorch #EndPolioNow #Rotary5130 #PeopleOfAction

Capture the Moment

Strong photography and a smooth media welcome turn a local event into a District-wide story.

Event-day public image checklist

- ☐ Official Torch graphic, Rotary banner and event signage are visible.
- ☐ Media contact and club spokesperson are identified on arrival.
- ☐ Participants know the route, schedule and Torch handoff moment.
- ☐ Photographer and short-video volunteer are assigned.
- ☐ Photo permission is handled, especially for youth participants.
- ☐ Sponsor and partner names are confirmed before public recognition.
- ☐ A group photo and a clear action photo are taken before participants disperse.
- ☐ One participant quote and one community-impact quote are recorded.

The eight photographs every club should capture

- | | |
|--|---|
| ☐ Torch arriving | ☐ Torch in motion |
| ☐ Visible handoff | ☐ Wide group photo |
| ☐ Youth or families | ☐ Community partners |
| ☐ Rotary branding | ☐ Local landmark |

Photo quality matters

ACTION OVER LINEUPS

Photograph people walking, welcoming, carrying and passing the Torch. Take horizontal and vertical images, avoid backlighting, move close enough to see faces, and leave room for cropping. If media attend, welcome them promptly, provide the event facts and spokesperson, and send requested names or photos the same day.

Celebrate and Share

Close the communications loop within 48 hours and help the District tell one connected story.

After your event

- ☐ Publish a thank-you post with your strongest action photo.
- ☐ Send the post-event release and selected photos to local media.
- ☐ Report attendance, funds raised, partners, volunteers and media coverage.
- ☐ Submit 5-10 high-resolution photos, one short video and two useful quotes.
- ☐ Thank sponsors, partners, officials, youth groups and neighboring clubs.
- ☐ Invite the public to follow the next Torch stop and support End Polio Now.

Linked resource library

RESOURCE	USE IT FOR	STATUS
District PolioPlus Page	District information and future Torch Resource Hub	LIVE
World Polio Day	Official World Polio Day information and actions	LIVE
End Polio Resource Center	Official materials, facts and campaign resources	LIVE
Donate to End Polio	Direct supporters to Rotary's polio campaign	LIVE
Rotary Brand Center	Approved Rotary logos and brand guidance	LIVE
Club Media Templates	News release, media alert and pitch email	HUB LAUNCH
Club Social Media Pack	Facebook guide, sample posts and graphics	HUB LAUNCH
Reporting & Photo Submission	Send club results, coverage, photos and video	HUB LAUNCH

RESOURCE HUB NOTE: The three District resource links marked HUB LAUNCH will become clickable when the dedicated Torch webpage is published. Until then, clubs may use the live official resources above.

Questions or Public Image support

[Visit Rotary District 5130](#) | Maggie Padovani, District Public Image Chair