



RI District 3310 Significant Project 2011-12

END POLIO Trans-Sabah Walk and Climb

Sandakan – Mount Kinabalu – Kota Kinabalu

7th – 18th November 2011

Slides Promotion – Narrative

First presented at the 21st PETS and District Assembly in Johor Bahru

1. Fellow Rotarians, YOUR DISTRICT NEEDS YOU ... not to take up arms or go to war, or to shoot somebody
2. but to take a Holiday (isn't that nice!) for 2 weeks! You've been working too hard, you need a long break.

Unfortunately there will not be beaches, or shopping malls.

3. It is a special kind of holiday the Trans-Sabah WALKING HOLIDAY.
4. We are going from the East Coast to the West Coast of Sabah, from Sandakan to Kota Kinabalu, a distance of 326 kilometres.
5. Crossing the BEAUTIFUL Crocker Range. Don't worry about that. You will breathe fresh cool mountain air and look at beautiful mountain scenery. You won't feel a thing!
6. O, there's a mountain to climb along the way (Hahaha!)
7. The majestic Mt Kinabalu. Look at her. Isn't she beautiful, eh?
8. This is the view at the top of Mt K. It will take your breath away, carpets of cloud BELOW you Mountain peaks against the clear blue sky

If you have not been up there, then you MUST go (while you still can ... haha)

9. When we are up there, we will plant a 50ft END POLIO NOW flag on Low's Peak – the highest point. Wow! What a publicity stunt!

We will need permission of course. If we can't do that then we will make do with something (substantially) smaller!

10. Now, ARE WE MAD??? Of course we are! Everyone says we are mad! Even the US President says we're mad. When we walked from KL to Singapore in December last year, they also said we were mad. But we made it.

Yes, we're mad. But we are mad for a purpose.

11. We are doing it to END POLIO. We are doing it to promote awareness and to make money fall from the sky (haha) ...
12. Know this man? He's very rich and he is giving us US\$355 Million to END POLIO. But first, Rotarians must raise US\$200 Million. Together we will fight polio with a US\$555 Million war chest. We will make polio vanish from the face of the Earth!
13. So the District has set a target. US\$100,000 - What do you think? Actually this is DGE Zainie's target (Don't be too ambitious, he says haha). But we can do better than that. Just Sabah alone will get us 100K. This is after all, home territory, DGE's territory. Boleh-ke Sabah?
14. So, 100K is a piece of cake!
How much should we go for? 120? 150? More?
If Sabah can get us 100K, surely the rest of the District can match that! So we go for 200K!
15. Set a target for your club. It does not matter how much. It can be a little or a lot. But have a target and GO FOR IT! Make YOUR mark in History.
16. Remember, you don't necessarily have to dig into Rotarians' pockets. Rotarians can contribute of course, but you should also try to raise money from non-Rotarians. Rotary Club of Johor Bahru raised US\$59,500 from the KL to Singapore walk, more than half of that came from non-Rotarians.
17. The END POLIO story is a fantastic story to tell, we've been working on eradicating this disease since 1985. Do your bit of PR and raise some money along with it. Many, Rotarians and non-Rotarians, will be MOVED to give!
18. When might you carry out your PR project and fundraiser? Anytime is a good time. But do consider WORLD POLIO DAY on 24th October 2011 (a Monday).
19. You can start the ball rolling at your installation. This promotion poster was displayed at the PETS and District Assembly. The soft copy is available for download at the District website. Put a page in your installation magazine.
20. Now, back to our Trans-Sabah. Men and women of Rotary District 3310, do join us. Help us END POLIO. Help us make a mark in History.

You have 6 months to be reasonably fit. If you have been getting 'heavy' lately and want to get back in shape, then make this your objective. It may change your life!

21. Look out for information updates in our district website. Check under this logo.
22. See you!