



BRINGING SUMMER BACK: COVID-19 COMMUNITY CAMPAIGN

How To Promote COVID-19 Vaccination in Your Community

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Step One: Register your organization as a partner in the campaign.

Registration is quick, free and allows us to promote you as a named partner. We'll also send you a starter kit of printed materials and swag!

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Step Two: Download the Bringing Summer Back partner toolkit.

Gain access to flyers, swag, social media posts, talking points and other resources to aid in your campaign.

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Step Three: Begin planning a campaign tailored to your community.

You know your community best. Adapt the tone and format to resonate with your audience.

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Step Four: Execute your campaign during one or all of the following statewide campaign drives.

- » May 9-15
- » May 16-21
- » June 6-12
- » June 20-26

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Step Five: Share your efforts with us using #BringingSummerBack so we can highlight the work you're doing! Or, share stories and details about what you're doing by completing this **form**.

We hope you will join us. Simply register your organization to participate. You can also visit covid19.ncdhhs.gov/BringSummerBack or contact us at socialmedia@dhhs.nc.gov to learn more.



How Your Organization Can Get Involved:

- **Organize a #BringingSummerBack** day and ask members to join you in going door to door with door hangs to encourage vaccination.
- **Organize a volunteer “takeover”** day or week by helping to fill all volunteer shifts at a local vaccine site with your members. Find vaccine sites near you by visiting [MySpot.nc.gov](https://www.myspot.nc.gov).
- **Set up a pop-up vaccine scheduling** booth to assist anyone who may need assistance making an online appointment.
- **Offer a Bringing Summer Back swag pack** to people who share a short video or quote for your social media channels about why they got vaccinated using the materials from your starter toolkit, or print your own customized and co-branded materials for use.
- **Share past photos** of your organization’s or community’s most loved summer events and how vaccines can help us return to similar gatherings sooner.
- **Send out a special newsletter** to build vaccine confidence and to share ways individuals can help others get their shot. Use the sample text included in this toolkit to get you started.

How Anyone Can Get Involved:

- **Have a conversation** with hesitant friends and family members and listen to their concerns.
- **Share your own vaccine experience** and how you felt afterward using [#WhyIGotMyShot](https://www.whyigotmyshot.com).
- **Add a message to your email signature** with the link to make an appointment.
- **Volunteer to be a greeter** or to direct traffic at a local vaccine site.
- **Check in with family and friends** who may need assistance making an online appointment.
- **Offer a ride to and from appointments** for those without transportation.
- **If you’re bilingual, offer to provide translations** at a community vaccine site.
- **Share photos** of your favorite summer activities and how vaccines can make them safer.
- **Download NCDHHS flyers** and pin them to public message boards in community centers and local businesses.

