



COVID-19 Vaccination Non-Profit Challenge Email and Social Media Messages

Email

Dear [organization name] supporter,

Have you gotten your COVID-19 vaccination yet? If not, you have an opportunity to help our community and [organization name]. Polk County has challenged us to get as many community members vaccinated as possible by September 3, 2021. We will receive \$50 for every new person who is vaccinated so our goal is to get XX newly vaccinated individuals so we can earn \$XXXX!

While COVID-19 cases have fallen dramatically, public health experts believe that in order for our community to fully recover and be able to prevent the spread of potentially dangerous variants, we need to reach a 75% vaccination rate.

If you have not yet received your COVID-19 vaccine, please get vaccinated at the Polk County Health Department. Tell them that you are there on behalf of [organization name]. You can help us reach community immunity AND earn our organization a cash prize. You *must* be vaccinated at the Polk County Health Department to count towards our goal and live or work in Polk County. Learn more about getting vaccinated at www.immunizepolk.com and schedule your free appointment today.

Sincerely,

XXXX

Social Media

Have you gotten your COVID-19 shot yet? Get your shot and help us earn a cash prize! We need XX individuals to get vaccinated by September 3, 2021 and [organization name] will be granted a cash prize of \$50 per person vaccinated on our behalf. You *must* get your vaccination at the Polk County Health Department to count towards our goal and live or work in Polk County. Help us reach community immunity! Learn more and schedule your free vaccination at www.immunizepolk.com.