**CAMPAIGN EMAIL TEMPLATE: INITIAL EMAIL TO SEND TO CAMPAIGN PARTNERS**

**NOTE: THIS EMAIL CONTANS BRACKETS [] WITH INSTRUCTIONS FOR WHAT INFORMATINO TO INCLUDE IN THOSE SECTIONS. ALL CAMPAIGN ASKS AND LINKS IN THIS EMAIL CAN BE EDITED TO YOUR SPECIFIC CAMPAIGN.**

|  |  |
| --- | --- |
| **LIST OF EMAILS TO SEND EMAIL TO:** | |
| Subject Line: | [INSERT NAME OF CAMPAIGN] |
| SEND TO: | [LEAVE BLANK WHEN SENDING TO SEVERAL PEOPLE] |
| CC: | [INCLUDE EMAILS OF THOSE WHO RUN THE CAMPAIGN HERE] |
| BCC: | [INCLUDE EMAILS OF THOSE YOU ARE SENDING THE EMAIL TO HERE] |

Hello!

Thank you for accepting the invitation to be a Campaign Partner for the **[INSERT NAME OF CAMPAIGN]** Campaign. You are co-hosting this campaign because you are in a unique position to reach and positively influence the **[NAME OF POPULATION YOU ARE TRYING TO REACH]** population in **[LOCATION]**.

The purpose of this campaign is to create an organized, powerful effort to expose the community to inspiring and positive COVID-19 vaccine content. This content will encourage our community to get the COVID-19 vaccine through **[PLEASE INSERT HOW THE CAMPAIGN WILL INSPIRE PEOPLE TO GET VACCINEATED. EXAMPLE: FIGHTING MYTHS THAT HAVE BEEN SPREAD IN OUR COMMUNITY, PROVIDING FACTS ABOUT THE VACCINE, SHARING STORIES OF PEOPLE WHO HAVE GOTTEN VACCINATED, AND SHOWING THAT COMMUNITY LEADERS SUPPORT THE VACCINE]**. The information we share with our community will be accomplished through **[INSERT LIST OF CONTENT/CHANNELS THAT WILL BE USED. EXAMPLE: PRINTABLE CONTENT, SOCIAL MEDIA CONTENT, AND OTHER FORMS OF COMMUNICATION SUCH AS RADIO, EMAIL, AND TELEVISION]**.

Below, you will see an outline of specific tasks we ask you to accomplish during this campaign’s mass messaging week from **[INSERT MASS MESSAGING WEEK START DATE]** through **[INSERT MASS MESSAGING WEEK END DATE]**. Attached to this email are two toolkits. The Print Toolkit contains links to all printable materials. The Social Media Toolkit contains links to all social media and digital content.

**[BELOW IS AN EXAMPLE OF WHAT THE REST OF YOUR EMAIL COULD CONTAIN]**

**Campaign Asks: (FOUR CATEGORIES)**

1. **Read Entire Email:** We ask that you please read this entire email and future emails we send you this week which will include more content to share.
2. **Printable Materials:** We ask that you hang or distribute at least one of the printable materials, if possible. All materials **[INSERT LIST OF INCLUDED PRINTABLE MATERIALS. EXAMPLE: (Editable Posters, Fact Sheets, Comics, Stickers – All available in general and state-specific versions)]** are linked in the attached Print Toolkit.
3. **Social Media Posting:** We ask that you post to social media using **WhatsApp, Facebook, Twitter, and Instagram**, or whichever platforms you have connections to your community with. All materials for social media posting, including **[INSERT LIST OF INCLUDED SOCIAL MEDIA MATERIALS. EXAMPLE: SOCIAL MEDIA IMAGE LINKS, HASHTAGS, DRAFT POSTS AND VIDEOS]** are in the Social Media Toolkit attached to this email. To make posting easier for you, we have included **[INSERT NUMBER OF PRE-WRITTEN POSTS. EXAMPLE: 10]** post text you can use word-for-word if you choose to. (PLEASE SEE OUR THREE SOCIAL MEDIA ASKS BELOW)
   * We ask that you post at least once a day **from [INSERT MASS MESSAGING WEEK START DATE] through [INSERT MASS MESSAGING WEEK END DATE]. (At least 7 posts)**
   * We ask that you participate in two social media storms by posting during the following days and times:
     1. **[INSERT DATE OF FIRST SOCIAL MEDIA STORM]** between **[INSERT TIME RANGE].**
     2. **[INSERT DATE OF FIRST SOCIAL MEDIA STORM]** between **[INSERT TIME RANGE].**
   * We ask that you share at least one of the videos that are included in the Social Media Toolkit, or a different COVID-19 vaccine video that you know of.
   * Bonus: If you would like to add our COVID-19 Vaccine frame to your social media profile photo, please do! The link for the frame is in the attached Social Media Toolkit.
4. **Continued Campaign Participation:** This week we will be sending you additional asks and the materials that accompany those asks. You should expect to receive emails about **[INSERT LIST OF WHAT THEY SHOULD EXPECT TO RECEIVE. EXAMPLE: UP-TO-DATE VACCINE SIGN-UP INFORMATION, DIRECTIONS FOR SHARING POSTS FEATURING LOCAL COMMUNITY LEADERS, AND DIRECTIONS FOR RECORDING A COVID-19 VACCINE MESSAGE]**.

Thank you again for agreeing to participate in this campaign! Much effort has been made to make it easy to access and use these campaign materials.

Congratulations for accomplishing our first ask, reading this entire email! If you need help with anything, including accessing materials, editing posters, or creating social media posts, please contact me at **[INSERT CAMPAIGN CONTACT EMAIL]**.

Thank you for your contribution,

**[INSERT CAMPAIGN CONTACT NAME]**

**[FEEL FREE TO INSERT AN INSPIRATIONAL CAMPAIGN HASHTAG HERE]**