Dear Community-Based Organization Leader:

Soon the communities you serve will have access to vaccines to help protect them against COVID-19. All COVID-19 vaccines currently available in the United States have been shown to be highly effective at preventing COVID-19. Vaccination is one of our many important tools to help stop the pandemic.

Some community members may be hesitant to get the vaccine. Before they agree to be vaccinated, they will want answers to their questions about the process for developing these vaccines and information about safety and effectiveness. Your organization can help inform communities about the vaccines and help people feel confident when they decide to get vaccinated.

This COVID-19 Vaccine Communication Toolkit for Community-Based Organizations was created by the Centers for Disease Control and Prevention (CDC) to help you provide clear, consistent, and credible information about COVID-19 vaccines to your communities. We encourage you to review and customize these materials.

* **Introductory letter:** Send this letter to encourage your branches, chapters, or affiliates to review and use the toolkit materials.
* **Key messages:** Use these key messages about COVID-19 vaccine to educate your communities.
* **Frequently Asked Questions (FAQs):** Use these to help answer questions about COVID-19 vaccine in your communities.
* **Slide deck**: These basic slides about COVID-19 vaccines are for virtual town halls or other informational meetings within your communities. You can use all or part of the set or also include your own organization’s information.
* **Posters/flyers**: These posters/flyers encourage and support community members in their decision to get vaccinated. You can print and post them in your buildings and other community locations.
* [**Facts about COVID-19 vaccines**](https://www.cdc.gov/coronavirus/2019-ncov/vaccines/expect.html)**:** This plain language fact sheet is available in several languages: English, Spanish, Arabic, Korean, Russian, Tagalog, Vietnamese, Simplified Chinese, and Traditional Chinese.
* **Newsletter content**: This short newsletter-style blurb can be widely distributed to share information on COVID-19 vaccines.
* **Letter to members:** Customize this letter about COVID-19 vaccination to send to your members.
* **Social media content**: These messages and images are for use on various social media channels that your organization uses, including Facebook, Twitter, and LinkedIn. You can use them as-is with the hashtag #SleeveUp or include your own identity.
* **Stickers**: Print stickers for community members who have been vaccinated to wear.

Stopping a pandemic requires using all the tools we have available, and now we have a powerful new tool—vaccines. When you support COVID-19 vaccination, you are helping to protect against COVID-19 in your community.

We appreciate your ongoing support.

You can put your organization's logo on materials that have a “Your Logo Here” square, but you should leave the CDC URL ([www.cdc.gov](http://www.cdc.gov)) on those materials.

**The toolkit will be expanded to include more materials soon, so please check frequently for updates.** (URL to be added)