



National Infant Immunization Week

IMMUNIZATION.
POWER TO PROTECT.

Planning Your Successful NIIW

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I. Target Audiences: Who do you need to reach to meet your objectives?

The primary audiences for the National Infant Immunization Week campaign are:

- parents and caregivers of children ages two or younger
- healthcare professionals

Within these broad audiences, choose priority audiences to focus on based on the SMART objectives you set after you conducted your needs assessment. Resources may be limited so identify target audiences that are most likely to help you reach your objectives.

When choosing target audiences, think about various demographic characteristics (race/ethnicity, socio-economic status, age, geographic location, languages spoken) as well as other factors that might group people together, such as:

- common behaviors (for example, mothers who participate in a faith community)
- similar benefits or barriers to immunization (mothers who don't have access to transportation)
- same level of readiness to have their children immunized (first-time mothers)

Target Behaviors: What do you want them to do?

Once you've determined your target audiences, think about what you want them to do in order to meet the objectives you've set.

It may not always be possible through NIIW activities to directly increase immunization rates, as this may require long-term intervention at institutional and policy levels. You can, however, promote other actions that will lead to increased immunization. For example, NIIW activities might encourage parents and caregivers to:

- Learn more about the importance of infant immunization
- Look at a website to find a vaccination clinic near them
- Call a hotline for more information about infant immunization and related services
- Make an appointment with their infant's doctor
- Encourage their friends to immunize their children

Benefits and Barriers: What factors affect whether they can or want to do that?

It is important to understand what benefits your target audience is looking for and what barriers get in their way—so your activities can maximize the benefits and minimize the barriers.

Before you start selecting activities, answer the following questions about your target audience:

- What do they know about infant immunization?
- What do they see as the benefits of doing it?
- What would keep them from doing it?
- Where does immunization fit into their daily lives and priorities?
- Where do they obtain health information?
- Who influences their health decisions?
- What is important to them in life? What do they value most?

Some ways to gather the information to answer these questions:

- Review existing research studies: take advantage of information that others have already gathered. Even if the studies were not done in your community, the information may still be useful.
- Conduct individual interviews or focus groups with audience members and key informants, such as healthcare professionals, church leaders, and teachers.
- Collect information through quick surveys that can be handed out at vaccination clinics or community events.

Activities: How can you address the barriers and promote the benefits?

Use the information you've gathered to select activities that work together to:

- Make a clear call to action
- Address all key factors
- Minimize barriers
- Fit your budget and staff resources

It's also important to take stock of factors that may impact your efforts—both positively and negatively, such as:

- Recent media coverage about infant immunization
- Issues related to vaccine supply or funding that could impact your effort
- Other organizations promoting immunization that you might partner with
- Competing messages in the media or community

Here are some ideas to help you get started:

II. Level 1 Activities: ***Ideas to Get Started***

The following activities require minimal amounts of time and resources.

- Ask public service announcement directors at local TV and radio stations to play infant immunization PSAs during NIIW and year-round.*
- Ask newspapers and newsletters to publish public service print ads, articles, or editorials.*
- Write a news release, opinion-editorial piece, or letter to the editor.*
- Ask employers and businesses to include an immunization educational message with their payroll or billing notice (especially for utility company, bank, and credit card statements).
- Ask religious leaders to include messages about childhood immunization and disease prevention in their sermons, prayers and bulletin.
- Ask faith leaders and the Interfaith Alliance to announce National Infant Immunization Week and Vaccination Week in the Americas in their bulletins and newsletters. Also ask them to include immunization materials or print ads in their newsletters and bulletins or to distribute brochures during services and other events.*
- Ask worship sites to provide fact sheets and coupons for free or reduced-cost immunizations through their bulletins, newsletters, and at their nurseries.
- Work with a local fast-food restaurant or chain to heighten awareness by printing immunization messages on tray place mats and window banners. The restaurant could offer food discounts with proof of immunization.
- Ask advertisers to include immunization print ads or reproducible art in their ads in local newspapers.*
- Ask local businesses to print and distribute immunization materials including “stuffers” in local coupon packets (offer a credit line on the materials acknowledging their donation).
- Provide immunization brochures for distribution at baby product stores and health clinics.
- Establish an immunization education center in your office, at a local library, major worksites, or other walk-in locations.
- Ask merchants to display posters, use bag stuffers for customers, include an immunization message on store receipts, or make loudspeaker announcements.
- Prepare scoreboards or loudspeaker announcements for sporting events, rodeos, concerts, or bingo games.
- Ask elementary and secondary school clubs or art classes to design and construct banners or portable exhibits for use at community events.
- Send letters about your plans to the editors of state medical journals, other professional journals, and local newspapers.
- Hold a breakfast for employers, religious leaders, or media representatives, and ask them to get involved with your activities.
- Prepare and distribute newsletter articles for employers, neighborhood associations, utility companies, or other organizations with newsletters.
- Ask to speak at an organization’s event such as an Interfaith Alliance meeting about the importance of infant immunizations.
- Include NIIW messages in your social media outreach (see social media strategy below)

* To support Level I activities, ***visit <http://www.cdc.gov/vaccines/events/niiw/index.html> to download English and Spanish-language NIIW campaign materials including TV, radio, and print PSAs, sample drop-in articles, and much, much more!***

III. Level 2 Activities: **Enhance Your Program**

The following activities demand a little more effort from volunteers and staff, and possibly more funding, than activities in Level I.

- Ask producers of radio shows and television public affairs shows to feature immunization activities; offer to provide background information on immunizations, sample questions and answers, and a local healthcare professional (pediatrician, health department official, or nurse) to interview.
- Ask retailers, banks, or other merchants to sponsor an immunization event or seminar and to distribute educational information as a public service to their customers.
- Solicit local worship sites to ask their members with small children to bring in their immunization records. Recruit and train volunteers to check the immunization records and refer children to healthcare professionals if needed.
- Ask shopping mall management to sponsor a health fair, make room for an exhibit, or provide space for a "questions and answers about immunization" table or booth.
- Hold an immunization poster contest for students and offer donated prizes. Exhibit poster entries in a mall, community center, library, local bus station, or other public place frequented by your priority population.
- Ask a local toy store to provide educational materials during NIIW and discounts with proof of immunization.
- Create a resource kit on vaccine-preventable diseases and distribute at community events. Work with merchants to promote special gifts related to immunization for NIIW.
- Ask local stores to disseminate immunization information during NIIW. The store could also place banners in their windows, include supplements in their advertisements, and offer discounts with proof of immunization. Offer the stores public recognition for their participation. * *
- Acknowledge the immunization coalition's partners at a special luncheon.
- Hand out promotional items, such as coffee mugs, buttons, or T-shirts with the NIIW theme and logo to your volunteers to wear at special events, to offer for sale at events, and to give to contributors as a "thank you." * *
- Imprint balloons with the immunization message and logo to mark the spot at special events. * *
- Talk with transportation companies about placing print ads with your immunization message in buses and cabs. Alternatively, cab drivers could pass out cards with the immunization message to their passengers the week of NIIW. * *
- Imprint theme cups for sports events and health fairs, and shopping bags for supermarkets and pharmacies. Ask a radio station to do a live broadcast from your event, and have parents, caregivers, and healthcare professionals interviewed about immunization. **
- Ask a radio station to participate on a day during NIIW and Vaccination Week in the Americas or another special day by broadcasting, hourly, an immunization message; provide broadcasters with live announcer copy or use a professionally-produced radio PSA. **
- Work with billboard and transit companies to seek public service space where it is most likely to reach your audience.
- Develop a speakers' program and offer presentations to community hospitals, churches, libraries, recreation centers, club meetings, and worksite brown bag lunches; identify speakers (e.g., healthcare professionals, people affected by a vaccine-preventable disease due to lack of immunization, media spokespersons) and provide them with a prepared speech or talking points.

- Distribute materials to social service agencies that serve children, such as foster homes, refugee centers, homeless shelters, and childcare centers.
- Adapt these resources and create an immunization informational package to disseminate to local organizations.
- Ask local businesses to pay for placement of radio or newspaper ads about your program. **
- Recognize the contributions of a local immunization champion by submitting a nomination for this year's CDC Childhood Immunization Award (<http://www.cdc.gov/vaccines/events/niiw/champions/index.html>). **

** To support Level II activities, *visit* <http://www.cdc.gov/vaccines/events/niiw/index.html> to download **English and Spanish-language NIIW campaign materials including print ready banners, campaign logos, sample drop-in articles, TV, radio, and print PSAs, and much, much more!**

IV. Level 3 Activities: **Broaden Your Scope**

The following activities require more organization, planning, staff, and resources than those in the previous levels. Some of these activities may help to engage partners in your year-long immunization efforts as well as increase or sustain long-term, high immunization rates in your community.

- During the week preceding National Infant Immunization Week (NIIW) and Vaccination Week in the Americas, ask your Governor, First Lady, and coalition members kick off the week with a press conference and proclamation for NIIW-VWA. Be sure to ask well in advance to maximize your chances to get on their calendar.***
- Issue a news release and/or op-ed piece to kick off National Infant Immunization Week (NIIW) and Vaccination Week in the Americas (VWA). Include information about county immunization rates, local events, and clinic hours.***
- Print information in a community or resident newsletter.
- Contact local television stations and ask them to run public service announcements (PSAs) on immunization. In many communities, parents and caregivers who stay at home prefer television to other media.***
- Offer limited time only coupons for free or reduced-cost vaccinations for parents and caregivers with limited or no health insurance or with demonstrated financial need. The coupons could be distributed through pharmacies, health centers, grocery stores, or places of worship.
- Assemble a gift package (including coupons and samples from local merchants) for parents and caregivers who bring their children to health clinics for immunizations.
- Keep a list of people who visit an exhibit or booth, and send follow-up cards to remind them that they should get their child immunized before the age of two.
- Recruit local housing authorities to allow volunteers to conduct a door-to-door educational campaign. A mobile unit could be brought on site to provide immediate service.
- Publish a periodic child health newsletter to highlight medical facts, community news and events, and suggestions for ways to get involved in your program.
- Partner with local elementary schools to ask older children to take the immunization message home to parents and caregivers of children by sponsoring a poster contest. Suggest using the theme for NIIW. Invite special guests to an

event announcing the poster winners. Use the first-place poster for your next immunization campaign.

- Ask a local college health education, marketing, or communications department or a public relations firm to design and conduct a community survey about immunization awareness. Publicize the results.
- Ask local churches to allow local community healthcare professionals to deliver immunization services at the church. A mobile unit could be brought on site to offer immunizations during National Infant Immunization Week.
- Set up a program for individuals who need transportation to health clinics or doctors' offices.
- Hold an open house for community groups to join the effort to immunize children and prevent disease. Invite a guest celebrity. Give out awards to deserving individuals and organizations.
- Encourage members of Congress and state legislators to visit immunization activities and programs and bring publicity to the immunization issue.
- Send a letter to your Governor requesting that s/he ask county officials, mayors, and city council members for their active involvement in the immunization issue.
- Organize a press event with local officials to highlight local immunization rates, issue a challenge to residents to raise these rates, inform the public of local National Infant Immunization Week events and that NIIW is being held in conjunction with World Immunization Week, a WHO global initiative expected to encompass 100 countries worldwide. Thank coalition members and clinic staff for their hard work.
- Publicize your state's recipient of the CDC Childhood Immunization Champion Award with an award ceremony. Conduct outreach to secure media interviews with him/her on the importance of infant immunizations.

***To support Level III activities, *visit* <http://www.cdc.gov/vaccines/events/niiw/index.html> to download **English and Spanish-language NIIW campaign materials including print ready banners, campaign logos, TV, radio, and print PSAs, sample drop-in articles and much, much more!**

V. Level 4 Activities: **Reaching healthcare Professionals**

These activities are geared toward healthcare professionals. Some of these activities require modest efforts and others require more planning and organization.

- Encourage healthcare professionals to remind parents/caregivers that vaccinations are due. Healthcare professionals could call directly or use reminder cards to get children up-to-date on their immunizations.
- Hold special events and open houses at local hospitals, clinics, or WIC sites.
- Ask hospitals to include your program information in continuing medical education programs.
- Ask healthcare professionals to record and play an immunization message to callers who are put on hold.
- Develop in-service training seminars, grand rounds, lunch and learns and conferences for healthcare professionals on effectively communicating with parents and caregivers about vaccine-preventable diseases, vaccines, and vaccine safety.***
- Develop note pads and buttons with the NIIW theme and logo for nurses and other healthcare professionals to help remind them to discuss child immunization with parents and caregivers.
- Ask local hospitals to provide new parents/caregivers with information and services to immunize their new baby.

- Recruit Medicaid managed-care organizations and ask them to educate their healthcare professionals on the importance of communicating with parents and caregivers about infant immunization.
- Ask your managed care organization to cosponsor a press conference demonstrating its support of your immunization effort and to raise awareness about the problem of missed opportunities.
- Co-host an Appreciation Day for healthcare professionals. Distribute coffee mugs with your campaign logo as a thank you gift.
- Organize a provider education and appreciation luncheon to inform healthcare professionals about missed opportunities, the Standards for Pediatric Immunization Practices, and contraindications to vaccination.
- Do AFIX assessments with immunization providers and recognizing practices with high (80-100%) childhood immunization rates at an awards luncheon.***

*** To support Level IV activities, **visit**
<http://www.cdc.gov/vaccines/events/niiw>,
<http://www.cdc.gov/vaccines/conversations> and
<http://www.cdc.gov/vaccines/programs/afix/default.htm> **for**
resources.

VI. Including Social Media in Your Communication Efforts

Choosing to utilize Twitter, Facebook, or other social media outlets can play an important role in disseminating NIIW messages to your audience. Social media tools allow you to timely disseminate impactful health information to a broad audience while facilitating interaction and public engagement. Here are some suggestions for increasing your social media outreach.

- Send tweets offering information to parents or health care professionals about vaccination in the weeks leading up to NIIW. Be sure to create an NIIW hashtag.
- Send tweets about NIIW activities during the week of the event.
- On Facebook, invite fans to NIIW events and share photos of NIIW activities.
- Post links to new scientific research and “like” other organizations’ NIIW posts.
- Post photos (with permission from those pictured) related to NIIW activities on all platforms.

Because social media is designed to serve as a two-way interaction, it is important to monitor the feedback and activity that results from your outreach. Some comments may question or dispute the benefits of immunization. Be prepared to address these.

You can find additional guidance on selecting social media channels and writing messages on the CDC’s social media page – www.cdc.gov/socialmedia.

*** To support social media activities and find sample tweets or facebook posts, **visit**
<http://www.cdc.gov/vaccines/events/niiw/web-etools.html?tab=4#TabbedPanels1> and **follow the links to NIIW Web and E-tools.**

VII. Plan Activities

Now that you have selected activities for NIIW, it is time to begin planning. Planning for an NIIW event can be broken down into the following components:

- Establish a Planning Committee
- Draft a Program/Agenda
- Logistics
- Publicity
- Fundraising
- Evaluation

Establish a Planning Committee

Establishing a planning committee allows your organization to develop new partners and to strengthen existing partnerships. It also provides opportunities to bring in new ideas and resources to your immunization program. Depending on the size and scope of your event, the committee should be created 3–6 months beforehand.

Different partners who will be involved in the event should be represented on the committee. These may include the health department, community based organizations, schools, provider organizations, or businesses. Think about strategic partnerships and engage partners that can help you broaden your reach and ones that can help promote infant immunizations during NIIW and throughout the year.

It would also be helpful to include your state or local public health information officer (PIO) on the planning committee. PIOs have existing relationships with local and state media outlets and can assist in developing a communication plan for NIIW and provide advice on planning media activities and events including the most effective dates, times, and locations for media events.

You may find it is helpful to divide the committee into sub-committees assigned to specific tasks based on interest and availability.

For more information on how to run an effective committee meetings see [Appendix A](#).

Once you have established your committee, it's time to make some key planning decisions.

Key Committee Decisions

Now that you've identified a team of people to help plan your event, it is time to make some key decisions.

- Date – NIIW is from April 16 -23, 2016 but when during that week should you hold your event(s) to have the biggest impact? Pick a day and time of the week that is convenient for your target audience.
- Venue- Where will the event(s) be held?
[See Appendix B: Picking a venue](#)
- Potential sponsors and partners- Which organizations can help you to increase the reach and profile of the event(s)?
[See Appendix C: Ideas for potential sponsors and partners](#) and the "Building Partnership" section of the planning guidance.

- Budget- How much money do you need? How much funding do you currently have? How big is the funding gap?
[See Appendix D: Budgeting](#)
- Timeline- What are the key milestones and when do they need to be accomplished?
[See Appendix E: Setting a timeline](#)

VIII. Draft a Program/Agenda

Now that you have a date, time, and venue it is time to create the content of the event. This involves:

- Creating a slogan and a “take-away” message
- Identifying and recruiting speakers (if needed)
- Developing the agenda

Here are some guidelines for each of these tasks:

Creating a slogan

Choose a catchy, easy-to-remember slogan for your event. Here are some examples from past immunization events:

- “Everybody Loves a Baby” (immunization event at the zoo celebrating animal babies and human babies)
- “Dine ‘N Dash” (educational seminars for physicians at restaurants)
- “The Race to Vaccinate” (vaccination campaign in conjunction with a dog sled race)
- “Immunization. Power to Protect.”

Recruiting speakers

Speakers may make opening remarks at your event or be the event by presenting the keynote address. Either way, choose a speaker who will draw people to your event. This is especially important when you are targeting a busy audience like physicians. Look for a speaker who:

- Is a recognized expert on your subject
- Has name recognition (e.g., local politicians or celebrities)
- Is dynamic and funny

Some speakers may be willing to speak for free, but others may charge a fee. Some may be willing to speak for free if you cover their travel costs.

Be sure to discuss transportation and lodging arrangements if the speaker has to travel to your event.

Developing the agenda

A draft agenda for the event should be developed no later than a month before the event. Here are some tips for developing a realistic agenda:

- Allow enough “wiggle room” in your agenda to account for late starts and unanticipated delays. For example, assume that your first session will start at least 15 minutes late and allow enough time before the second session to compensate for this.

- If your event is a seminar, training or workshop, plan for coffee or meal breaks every 2-2½ hours.
- When listing speakers and presenters on the agenda, put “tentative” or “confirmed” next to their names.
- If activities/sessions will be taking place in different rooms, be sure to list the room next to each item.
- Mark each version of the agenda with “Draft” and the date that it was revised. This will help to avoid confusions when multiple copies are circulating. Do not mark it “final” until you are absolutely sure that nothing will change.
- Assume that there will be last minute changes to your agenda and plan accordingly. For example, in your timeline, you may want to plan to print the agenda the evening before the event or even the morning of the event. Make sure that someone is available to do this at the last minute.

Logistics

The “nuts and bolts” of event planning involves thinking through all aspects of your NIIW activity. Visualize how the days leading up to the event will go, what the day of your event looks like, and try to identify places where difficulties may arise and have a backup plan prepared.

See Appendix F for a checklist of key tasks that play a role in implementing a successful event.

Publicity

Now that you’ve planned your event, you need to let others know about it. Partner organizations and the media can play a big role in publicizing your efforts. Some key steps to publicity are:

- Identifying event spokespeople
- Creating promotional materials
- Media outreach

Remember to let national and local child health organizations know about your program. You can submit your NIIW event information on line at:
<http://www.cdc.gov/vaccines/events/niiw>.

Identifying event spokespeople

Identify one or more spokespeople from your coalition, planning committee, or organization who can talk about the event with the media and others. Ideally, the spokespeople should:

- Be knowledgeable about the immunization issue you are addressing and also knowledgeable about the event.
- Have prior experience interacting with the media. If your spokesperson does not have this experience, see if a local public relations firm would be willing to do “pro bono” media training.

Prepare a biosketch of your spokesperson to share with the media.

More information on preparing spokespeople can be found in the Promotional Materials: Media Tools section of the NIIW website, <http://www.cdc.gov/vaccines/events/niiw>, under the [NIIW Media Tools](#) heading.

Creating Promotional Materials

Creating promotional materials for your event helps reinforce your messages and sets the tone for your event. These may include:

- “Save the Date” cards
- Invitations
- Flyers
- Posters
- Fact sheets
- Collateral materials – buttons, caps, t-shirts
- Banner to hang behind the podium
- Signs to direct participants on the day of the event
- Buttons on your website
- Banners under your e-mail signature

To get professional quality materials, it is helpful to work with a graphic designer. See if any members of your planning committee or immunization coalition have a graphic designer within their organization who could design the materials as an in-kind contribution to NIIW or visit <http://www.cdc.gov/vaccines/events/niiw> to download commercial quality print posters, banners, podium signs and other public relations materials that you can customize for your event.

Send out “Save the Date” cards 8 weeks prior to the event. Invitations should be sent 4 weeks prior to the event. An event announcement and promotional materials can be posted on your website as well as partner websites.

Whenever sending correspondence about your event to the media or community organizations, be sure to use the same letterhead. This is important for events being organized by coalitions, which consist of many different organizations. If your coalition does not have its own letterhead, then decide on one of the organizational letterheads to be used, and use it consistently. Visit <http://www.cdc.gov/vaccines/events/niiw> to download NIIW letterhead.

Media outreach

Social and traditional media outreach are other ways to publicize your event. More information including sample tweets and web postings can be found in the Promotional Tool Section of the NIIW website under “Media Tools,” <http://www.cdc.gov/vaccines/events/niiw>.

Fundraising

Once you have determined your budget and figured out how much of a “funding gap” you are facing, you may need to consider additional sources of financial support. More information on Fundraising can be found in [Appendix D: Budgeting](#).

Evaluation

It is important to know if your event was successful or not, especially if you plan on replicating it in the future. Evaluation guidance can be found in the Planning Section of the NIIW website.

Appendix A: Tips for Effective Committee Meetings

- Meet less frequently in the beginning, and more frequently as the event draws closer.
- Rotate the location of the meetings to share the hosting responsibilities.
- If only a few items need to be discussed, hold a telephone meeting to save on travel time.
- Have a written agenda for each meeting and circulate it a few days beforehand.
- Delegate tasks to specific committee members and ask for updates at every meeting.
- Designate a note taker for each meeting and circulate the notes within 24 hours.
- Offer food or snacks

Appendix B: Picking a Venue

The venue can make or break an event. Here are some tips for picking a good venue:

- Choose a highly visible venue in an easy-to-find location.
- Pick a venue with appeal to your target audience. For example, choose a prestigious venue such as a nice restaurant or a country club for events targeting healthcare professionals.
- Venues should have ample parking and/or easy access to public transportation.
- Make sure that the venue has all of the required amenities (i.e. stage, outlets, AV equipment, catering facilities).
- If you are inviting the media, make sure that the room is big enough to accommodate video cameras and microphones. The room also needs to have sufficient electrical outlets.
- Identify a separate, quiet room for media interviews. If the event will take place outside, identify a special area away from crowds.

Be creative and think outside of the box! Here are some examples of innovative venues:

- In Pennsylvania, a drive-in flu clinic was held in the parking lot of the county fairgrounds.
- In California, a childhood immunization event was held at the Los Angeles Zoo.
- In Colorado, mass tetanus vaccination clinics were held in gardening and hardware stores.

Appendix C: Identifying Sponsors and Partners

Partnering with other agencies and organizations can increase the profile of your event. How do you engage partners? By convincing them that their participation will produce a real return on investment in terms of:

- Increased community and media exposure
- Increased networking opportunities
- Increased numbers of clients (i.e. for provider organizations)

As you consider partners, think about how you can engage them not only in NIIW events, but also, how you may be able to create a mutually beneficial partnership year-round. Here are some examples of potential partners:

- City, county or state health departments
- City/county councils or boards of supervisors
- Vaccine manufacturers
- Hospitals, healthcare systems and managed care groups (e.g. Kaiser Permanente)
- Health clubs
- Rotary Clubs
- Churches (Ex: health ministries, church-based clinics, denominational organizations)
- Businesses, stores and restaurants
- Sports teams

For events promoting infant immunization, you might also partner with...

- HeadStart programs
- WIC
- Daycare centers
- Baby product stores

For events promoting adolescent vaccination, you might also partner with...

- Your local middle school or high school
- Local sports leagues (i.e. soccer, baseball, basketball, football)
- Recreation centers, YMCAs and Boys and Girls Clubs
- Girl Scouts, Boy Scouts and Camp Fire

For events promoting adult vaccination, you might also partner with...

- Work sites
- Nursing homes and senior living communities
- Senior centers
- Your local agency on aging
- Civic and social clubs, fraternal organizations

Visit the “Building Partnerships” section of the NIIW website planning guidance for additional partnership information and templates.

Appendix D: Budgeting and Tips on Fundraising

Budgeting

Event price tags vary greatly. Press conferences can range from \$1,000-\$5,000, while sit-down dinner events for 100-200 people can cost in the range of \$10,000. A detailed budget is helpful for planning your event. A typical event budget has the following categories:

- Venue rental
- Rental of AV equipment
- Speaker fees
- Photographer fees
- Food/refreshments
- Speaker transportation and lodging
- Print materials
- Postage/courier fees
- Collateral materials (e.g. t-shirts, caps, magnets)
- Banners/signs
- Awards/prizes/give-away items
- Other miscellaneous supplies

As a first step, develop a budget for your “ideal” event. Then analyze how much funding you already have and how much money you will need to raise (your “funding gap”).

Tips on Fundraising and Addressing the Funding Gap

Once you have determined your budget and figured out how much of a “funding gap” you are facing, the next step is to analyze your existing and potential funding sources. Consider the following sources of financial support:

Potential Sources of Financial Support

- Funding from immunization or children’s health coalition members
- State and/or local health departments
- Discretionary funds from your town/city/county council or board of supervisors
- Local hospitals and large provider groups
- Insurers and managed care organizations
- Local businesses
- Local universities, colleges and technical schools
- Local civic groups (e.g. Rotary and Kiwanis Clubs)

You can also ask for in-kind support to supplement your financial support. Many businesses find it easier to offer free goods or services instead of donating money. Here are a few examples:

Potential Sources of In-Kind Support

- Local printing companies may be able to print flyers at no or reduced cost.
- Local food establishments, such as pizza parlors, sandwich shops, restaurants, orchards may be able to donate food for the event participants or snacks for volunteers.

- Home supply stores, such as Home Depot or Lowe's may be able to donate parking lot materials if you are doing a drive-thru clinic.
- Local community groups may be able to supply volunteers for envelope stuffing.
- Hotels or conference centers may be able to provide meeting space at reduced or no cost.
- Public relations consultants may be willing to do "pro bono" media training for your spokespeople.

You may also wish to consider a fee for participation or advertising during the event. For example:

Other Sources of Funds

- Charge businesses a fee for having a booth at your event. It is often easier for companies to pay a booth fee than to donate money. You may wish to charge non-profit organizations a reduced booth fee.
- Charge a nominal fee for a dinner or luncheon. Not only will you raise money, but people will be more likely to show up if they have already paid for their meal.
- If you are organizing an entertainment or sporting event (i.e. a theater performance, concert or run/walk), charge a nominal entry fee.
- Charge local pharmacies or medical supply stores a fee to advertise in the event program. If you are doing an infant immunization event, you may also wish to approach local baby supply stores about advertising.

Approaching Potential Supporters

Here are some helpful tips for approaching and recognizing your supporters:

- Work with the Publicity Committee to develop a fact sheet about the event. This can be shared with potential supporters as well as with the media.
- Create a spreadsheet of all potential sources of financial and in-kind support. Include columns to indicate the dates that they were contacted, whether or not materials were mailed to them, and how much support they ended up providing.
- Decide on a specific amount of money or a specific good/service that you will ask for from each organization.
- Develop two telephone scripts approaching potential supporters - One for the solicitation of money and the other for the solicitation of in-kind support. Be sure to mention the benefits that the funder will receive by supporting your event. For example:
 - Increased community and media visibility.
 - Recognition as a supporter of health and well-being.
 - More clients/customers (i.e. for a baby store, pharmacy or health system)
- Make your initial contact via phone- This is more personal than an email or a letter, and you will be more likely to get the attention of your potential supporter. Offer to mail supporting materials after your phone call, and then follow-up to make sure that they were received.

Be sure to recognize all event supporters by putting their names in the event program and by sending them a thank you letter afterwards.

Appendix E: Setting a Timeline

Early in the planning process, establish a timeline with clear milestones and due dates. Specific people should be designated responsible for each task.

The committee chairperson should circulate the timeline to all committee members and update it on a regular basis. Milestone progress should be reviewed at each committee meeting.

Following is a sample timeline with key tasks. This timeline does not contain every possible task related to an event – there may be many more, depending on the event.

2-4 months before the event

- Reserve the venue
- Book speakers

6-8 weeks before the event

- Send out “Save the Date” cards
- Create a media list. Get names and contact information of newspaper, TV and radio reporters from their websites. Immunization events are often covered by health/ medical reporters
- Identify someone from your coalition to serve as a spokesperson
- Make travel and lodging arrangements for out-of-town speakers

3-4 weeks before the event

- Send out invitations
- Contact radio and TV stations to have your event listed on their community calendar
- Hire a professional photographer
- Prepare media materials: press release, media alert, fact sheet, talking points and bios for event speakers and coalition spokespeople
- Prepare the draft agenda

2 weeks before the event

- Provide media training for your spokesperson and ensure that he/she knows the key messages inside and out
- Reconfirm speakers and send them the agenda

One week before the event

- Sent the media advisory to media outlets
- Follow up with media outlets to see if they will cover the event
- Arrange interviews for key spokespeople
- Finalize and print the program (if printed professionally)

Two days before the event

- Resend the media advisory to media outlets

Day before the event

- Distribute press release to local media
- Verify attendance and interview times with media contacts
- Check audio visual equipment at the venue
- Finalize and print the program (if printing it yourself)

After the event

- Track media coverage and evaluate other aspects of the event
- Send thank you letters to speakers, funders and other supporters

Appendix F: Sample Checklist of Key Tasks

Before the Event

- Reserve the venue. If your event will take place outside, make sure that you have back-up plan in case of rain (i.e. An alternate rain date or an alternate indoor venue).
- Make travel and lodging arrangements for out-of-town speakers. If you are using government funds, make sure that your speaker is aware of per diem limits.
- Arrange for food and beverages. (Don't forget to feed volunteers!)
- Arrange for audio visual equipment.
- Purchase office supplies that will be needed during the event (e.g. flipcharts, markers, folders, pens, notebooks).
- Arrange for the production of a banner to hang behind the speaker's podium.
- Arrange for signs to guide participants to the event room/site.
- Coordinate event registration.
- Create name badges for participants and speakers.

Day of the Event

- Set up the rooms and registration tables (one table for participants and another one for the media).
- Hand out packets/materials to participants. It is preferable to distribute them as people register so that you can point out any important documents, such as evaluation forms.
- Ensure that AV equipment is set up and functioning.
- Supervise food distribution.
- Ensure that there is water for speakers.
- Staff the media table and coordinate interviews.
- Escort guests/speakers to all of the events. If you are escorting them to multiple venues, bring snacks and water for them in case they do not have time to eat.

Tips for Room Set-Up

- Reserve seats for speakers, dignitaries and other guests near the podium.
- Set aside space for the media. If radio or TV reporters will be coming, create space for video cameras and microphones near the podium.
- If print journalists are coming, reserve a row of seats near the podium.

This document can be found on the CDC website at: <http://www.cdc.gov/vaccines/events/niiw/index.html>