

# Voices for Vaccines Workplace Giving Ambassador Guide

Thank you for volunteering your time to help Voices for Vaccines advocate for on-time immunization in all communities by being our fundraising ambassador at your workplace. Every dollar you help us raise means more materials sent to communities with low immunization rates, more education for parents seeking information about vaccines, and more mobilization of advocate networks. In other words, *your time and enthusiasm* is encouraging more immunization and preventing illness in every community.

We have created this guide to helping you spread the word about Voices for Vaccines among your colleagues in order to encourage them to become VFV supporters. Here are some easy steps to take:

1. Know your VFV talking points
2. Send an introductory email
3. Tell a personal story about the importance of vaccines
4. Have VFV materials ready for your colleagues
5. Help your colleagues find VFV on Benevity to donate
6. Further resources

## Know your VFV talking points

We at Voices for Vaccines are proud of what we do to help parents ensure vaccine rates in their communities are high so that all their neighbors are protected from vaccine-preventable diseases as best as possible.

*Voices for Vaccines is led by parents who work to:*

- Educate the public about vaccines through podcasts, newsletters, social media, and other media outlets
- Create networks of advocates who engage their schools, neighbors, lawmakers, and the broader community to raise vaccination rates
- Provide tools free to help parents inform and educate those in their own communities.

Structurally, Voices for Vaccines is a project of the Task Force for Global Health which operates distinctly and separately from that organization. VFV is led by two mothers, Karen Ernst and Ashley Shelby, and backed by a Scientific Advisory Board (SAB), which includes some of the foremost experts in immunization. The SAB ensures that everything VFV creates is firmly grounded in scientific accuracy. Voices for Vaccines is also guided by a Parent Advisory Board comprised of parents from around the United States who volunteer their time to guide the direction of VFV. To date, VFV has been funded by individual donations.

*See the resources at the end of this guide for more information about Voices for Vaccines.*

## Send an introductory email

If you work in a large company or work in a company with multiple locations, sending an email to recipients you feel have a stake in science or preventing infectious diseases can get your conversation with them started.

Here are a few tips about crafting your email:

- Introduce Voices for Vaccines using our talking points
- Explain why you are an advocate for immunization
- Ask colleagues directly to become donors
- Invite your colleagues to contact you for more information

### ***Sample email:***

Dear Colleagues,

With workplace giving season now open, I would like to introduce you to a non-profit that I am passionate about. Voices for Vaccines is an organization that works with parents, in their own communities, to keep immunization rates high in order to protect communities from infectious diseases.

I am a Voices for Vaccines donor because I have seen in my personal life how devastating vaccine-preventable diseases can be. I have had family members suffer some of these diseases, and I am happy to work with Voices for Vaccines to make sure my children and other people's children do not have to suffer this way. Learn more about VFV here:  
[www.voicesforvaccines.org](http://www.voicesforvaccines.org).

I invite you to become a Voices for Vaccines donor by searching for Voices for Vaccines in our workplace giving website. Since Voices for Vaccines operates with individual donations, any amount you can give is important!

If you need further information, please contact me!

## Tell a personal story about the importance of vaccines

Personal stories are what drive Voices for Vaccines, from our blog posts to the advocacy parents do on the ground. What is your vaccine story? Explain to people why your support of VFV is personal and what is at stake for you, personally.

If you are unsure about your story, you can also share one of the stories you find at our website: [www.voicesforvaccines.org/blog](http://www.voicesforvaccines.org/blog).

Or let one of our videos do the talking. If you are able to give a presentation, consider including one of our videos. We have a few videos available on YouTube that may help persuade and inform your colleagues.

- Dr. Plotkin asks people to donate to VFV: <https://youtu.be/q5OvVILcgYY>
- Children discuss the importance of vaccines: <https://www.youtube.com/playlist?list=PLM53nMUclCyzYexv33CSO249Z15ZhdP0G>
- Vaccine information video: <https://youtu.be/jBUUC8a1a1k>

## Have VFV materials ready for your colleagues

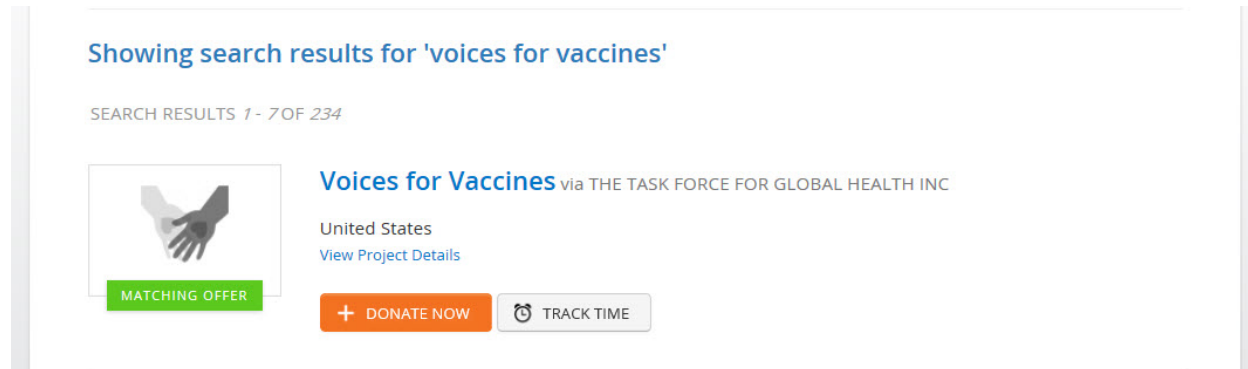
We have free print-ready materials for you:

- Workplace Giving VFV brochure: <https://www.voicesforvaccines.org/content/uploads/2017/04/Workplace-Giving-Brochure.pdf>
- Ambassador poster A: <https://www.voicesforvaccines.org/content/uploads/2017/03/Support-vaccines-by-donating-to.pdf>
- Ambassador poster B: <https://www.voicesforvaccines.org/content/uploads/2017/03/Support-vaccines-by-donating-to-2.pdf>
- Supporter stickers: <https://www.voicesforvaccines.org/content/uploads/2017/03/VFV-supporter-stickers-2.pdf>

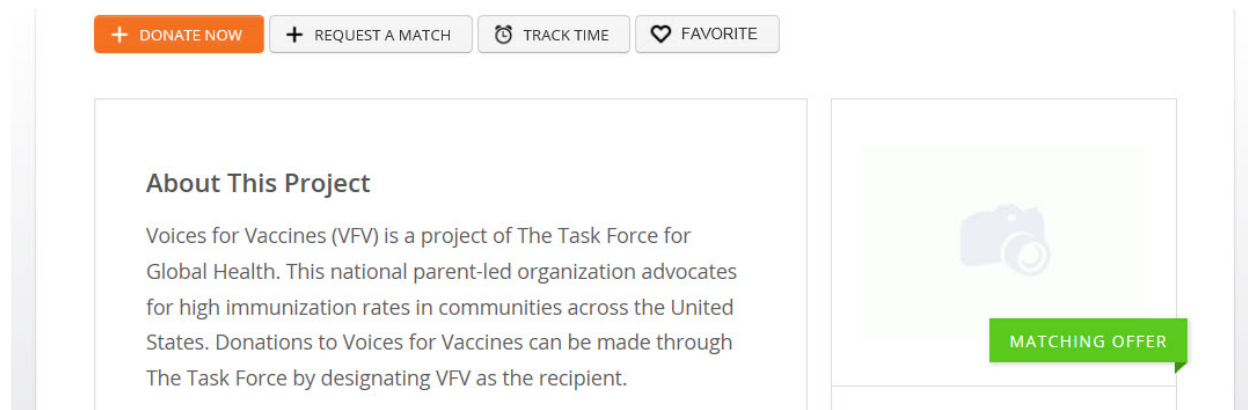
If you'd like more products, see our Ambassador Section of our CafePress store: <http://www.cafepress.com/voicesforvaccines/14516408>.

# Help your colleagues find VFV on Benevity to donate

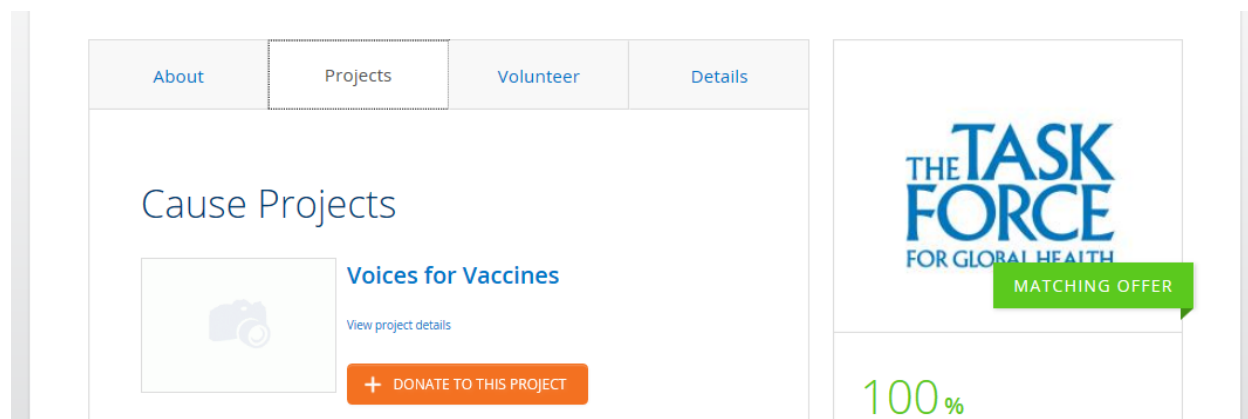
Searching for “Voices for Vaccines” should locate VFV fairly easily. Here’s what you should see when looking for us:



Once you click on our name, you will see this:



If you are looking for us through the Task Force for Global Health, click on “Projects” to find us:



## Further Resources

*Share more Voices for Vaccines materials with your colleagues.*

- Our blog: [voicesforvaccines.org/blog](https://voicesforvaccines.org/blog)
- Our podcast: [voicesforvaccines.org/podcast](https://voicesforvaccines.org/podcast)
- Our toolkits: [voicesforvaccines.org/tools](https://voicesforvaccines.org/tools)
- Our Why I Choose gallery: [voicesforvaccines.org/gallery](https://voicesforvaccines.org/gallery)
- Our email address: [info@voicesforvaccines.org](mailto:info@voicesforvaccines.org)

### *Social media*

- Facebook: [facebook.com/VoicesForVaccines](https://facebook.com/VoicesForVaccines)
- Twitter: [twitter.com/Voices4Vaccines](https://twitter.com/Voices4Vaccines)
- Instagram: [instagram.com/voices4vaccines](https://instagram.com/voices4vaccines), @voices4vaccines
- Pinterest: [pinterest.com/voices4vaccines](https://pinterest.com/voices4vaccines)
- YouTube: [youtube.com/channel/UCXbZfhyruEMyDcXxMPX3Tpg](https://youtube.com/channel/UCXbZfhyruEMyDcXxMPX3Tpg)

*Don't forget to follow up with your colleagues and thank them for joining you in supporting Voices for Vaccines!*