



GetVax Digital Day of Action Sample Email

As you begin outreach efforts, please use the sample email copy below. The first email is for initial outreach, and the follow-up email is to be sent on Friday as a reminder.

SAMPLE: Initial outreach email

Subject line: We Can Do This Digital Day of Action

Hi [NAME],

I'm reaching out on behalf on the We Can Do This campaign about their upcoming Digital Day of Action this Friday, May 21. We're asking partners like you to use the social media toolkit to share online and help reach people who we haven't received the vaccine or who may be waiting to get vaccinated. It's important to focus on how easy and accessible it is to find a vaccine.

Attached you will find the social media toolkit and a one-pager on the day-long effort. Please let me know if you are able to participate this Friday and join partner organizations, influencers, and more to spread the word.

Thank you for all your help to get America vaccinated!

xx

SAMPLE: Follow-up outreach email

Subject line: Follow-up: We Can Do This Digital Day of Action

Hi [NAME],

I wanted to follow up from my previous email about the We Can Do This campaign. **Today is the Digital Day of Action!** Throughout the day, the Biden Administration, partner organizations, and influencers will be posting online to help people get vaccinated across the country.

I've attached the one-pager on the action and the social media toolkit. Please use the toolkit for sample social copy to post on any of your accounts and use the #WeCanDoThis hashtag.

We're grateful for all of your help.

xx