There's more to be done.
Introduction

Thank you for joining Business Partners to CONVINCE (BP2C) in the There’s More To Be Done campaign!

BP2C is a global network of employers that agrees to promote vaccine literacy and encourage vaccination among employees. The private sector can play a pivotal role in addressing vaccine hesitancy with its extensive reach and high level of employee trust.

Inside this toolkit, please find creative assets for the campaign, including creative images and recommended copy for communications.

We are thrilled that you’ve chosen to participate in this important movement. If you have any questions, contact kyevtukhova@uscib.org.
Contents

This toolkit contains the following assets for promoting participation in the *There’s More to Be Done* campaign:

• Campaign Messaging
• Campaign Logos
• Campaign Imagery
• Campaign Infographic
• Sample Email & Social Media Copy

Where noted a company logo can be added to the elements for further customization and co-branding.

All creative assets can be located at
https://businesspartners2convince.org/learning-modules-toolkit/
Campaign Messaging

Official Twitter Account
The official Twitter account for Business Partners to CONVINCE is @BP2CONVINCE. Please follow from your organization’s twitter account.

Press Release
Use this official Press Release to announce the launch of the There’s More To Be Done campaign.

Campaign Hashtags
Use the following hashtags in any post related to BP2C and There’s More To Be Done
• Official Hashtags: #MoreToBeDone #JoinTheWorkplaceChallenge
• Relevant Hashtags: #BeVaccineStrong #LeadershipMatters

Call to Action
Add this link to communications to direct to Business Partners to CONVINCE
• Join the Movement at BusinessPartners2Convince.org
There’s more to be done.
Campaign Logos

Campaign logos may be used on your website, in social media, in marketing materials, and in press releases and related media.

The Business Partners to CONVINCE (BP2C) logos and Workplace Challenge logos may be used in partnership with our campaign logo.

Download campaign logos here.

Download BP2C and Challenge logos here.
Logo Usage Guidelines

**Placement:**
To maintain consistency, the logo should be placed with proper space around the mark, based on relationship of artwork, copy and photos.

**Uniformity:**
Please safeguard uniformity when using the logos and ensure they are not stretched, rotated or colorized.

**DO:**
- Empty space around all sides of the logo should be at least the height of “more”

**DON’T:**
- Don’t stretch or distort the logo
- Don’t change the logo colors
- Don’t rearrange or resize elements of the logo
Campaign Imagery

Download images here.
Campaign Imagery

Inform them of risks.
- Preventable diseases have not gone away
- Vaccination reduces chance of serious illness
- Getting sick puts family members at risk

It’s simple, attainable & vital for a safer workplace.

There’s more to be done.
Join the movement!

Provide them protection.
- Set vaccination policies & procedures
- Provide convenient vaccine access
- Offer support to concerned employees

It’s simple, attainable & vital for a safer workplace.

There’s more to be done.
Join the movement!

Show them the way.
- A safer workplace & healthier community
- Fewer absences from work
- Better overall health & wellbeing

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Download images here.
Campaign Imagery (Cobranding)

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Campaign Imagery (Cobranding)

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Join the movement!

Download images here.
Help protect your employees’ health.
Our seven learning modules help employers take necessary steps to encourage employee vaccinations.

There’s more to be done.
It’s simple, attainable & vital for a safer workplace.

Activate the Organization
Leadership matters

Join the Workplace Challenge
Ongoing global movement of employers

Partner with Local Community
Local networks bolster trust & confidence

Set Policies & Procedures
Recommendations & resources guide the way

Counter Misinformation
Dealing with questions & concerns

Communicate with Employees
Clearly, effectively & compassionately

Get Started Today!

Download image here.
Dear [First Name],

We are thrilled to announce the launch of the Business Partners to CONVINCE #MoreToBeDone campaign!

#MoreToBeDone is designed to mobilize employers around the globe by equipping them with tools and training to build vaccine confidence among employees, and take action against preventable diseases like influenza, measles, and COVID-19.

It’s simple, attainable, and vital for a safer workplace.

As a member of the [name of network/organization], we ask that you spread the word about this campaign to your [regional network/members].

Share these valuable resources, including:

- **Directions on** how to [join the movement]
- **Learning modules** to help employers [take action]
- **Creative graphics** and copy to [attract attention]

All #MoreToBeDone assets can downloaded and co-branded for your communication outreach.

Your leadership matters. There’s more to be done.

Thank you,
{Insert company name}
**Sample Emails: Using Imagery and Copy**

**Inform them of the risks of not being vaccinated.**
- **There’s more to be done.**
- **Join the movement!**

**Show them the way.**
- A safer workplace & healthier community
- Fewer absences from work
- Better overall health & wellbeing
- It’s simple, attainable & vital for a safer workplace.
- **There’s more to be done.**
- **Join the movement!**

**Provide them protection by setting vaccine policies & procedures.**
- **There’s more to be done.**
- **Join the movement!**

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**Dear [first name],**

We are thrilled to announce the launch of SPDC’s #MoreToTheDose campaign! This campaign is designed to help employers around the globe take action against preventable diseases like influenza, measles, and COVID-19 by equipping them with the tools they need to build vaccine confidence among employees. As a Steering Team Member, we’d like to thank you for all your work so far—and we’d also like to ask you to spread the word about this campaign.

This campaign includes a number of resources to share with your networks, including:
- Learning modules to help employees take action
- Social media graphics and copy to attract attention
- Infographics summarizing how to get involved

Since you’re now a member of the campaign, all #MoreToTheDose assets can also be used for co-branding in your organization’s work.

We can’t wait to see how you bring this campaign to life, and we hope you’ll share your stories with us soon!

Thank you,

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**Inform them of the risks of not being vaccinated.**
- **There’s more to be done.**
- **Join the movement!**

**Show them the way.**
- A safer workplace & healthier community
- Fewer absences from work
- Better overall health & wellbeing
- It’s simple, attainable & vital for a safer workplace.
- **There’s more to be done.**
- **Join the movement!**

**Provide them protection by setting vaccine policies & procedures.**
- **There’s more to be done.**
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Thank you,
Sample Social Media Copy

Inform Them of the Risks
Informing your employees of the risks of preventable diseases and benefits of being vaccinated is vital for a safer workplace and community. There’s #MoreToBeDone. Learn how to activate your organization! @BP2Convince https://businesspartners2convince.org/learning-modules/

Provide Them Protection
There’s #MoreToBeDone to build vaccine confidence among employees. Ensuring that your workplace has a plan to provide clear vaccination policies and support employees questions is critical to success. It’s simple, attainable, and vital for a safer workplace. Learn more! @BP2Convince https://businesspartners2convince.org/learning-modules/

Show Them The Way
Employers are a trusted source of information for employees. So, it’s important that employers take an active role in supporting COVID-19 and other routine vaccines for employees. There’s #MoreToBeDone. It’s simple, attainable, and vital for a safer workplace. Join the movement! @BP2Convince https://businesspartners2convince.org/learning-modules/

Copy style and length can be adapted for different social media channels and required character counts.
Sample Social Media: Using Imagery and Copy

Inform them of the risks of not being vaccinated.

There’s more to be done.

Join the movement!

Your Logo

1,380 likes

@handle Employees’ health and safety isn’t just part of your business—it IS your business. There’s #MoreToDo to protect people against preventable diseases like influenza, measles, and COVID-19, so join the movement with @BP2Convince: businesspartners2convince.org/learning-modules

Provide them protection by setting vaccine policies & procedures.

There’s more to be done.

Join the movement!

Your Logo

1,380 likes

@handle A healthy workforce makes a healthy company, which is why we’re joining the movement with @BP2Convince and helping our employees understand why vaccination is so important. Learn how to activate your organization here: businesspartners2convince.org/learning-modules

Show them the way to a safer workplace & employee wellbeing.

There’s more to be done.

Join the movement!

Your Logo

1,380 likes

@handle How do you keep your workers safe and healthy? Vaccination is part of the puzzle—join the @BP2Convince movement to learn how to communicate with stakeholders, counter misinformation, and partner with your community: businesspartners2convince.org/learning-modules
Sample Enewsletters: Using Imagery and Copy

Business Partners To Convince Launches #MoreToBeDone Campaign

Business Partners to CONVINCE is a global network of employers working to encourage vaccination. They have just launched the #MoreToBeDone campaign, which includes suggested images and copy for digital communications. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Risus commodo viverra maecenas accumsan. Read more.

USCIB Policy Experts Contribute to The Economist Impact’s Global Trade Week

The Economist Impact kickstarted its second annual Global Trade Week (GTW) in London on June 27. The summit commemorated the supply-chain resilience day on June 28, amidst other thematic issues, and had a melee of high-profile speakers including Sabine Weyand (European Commission), Bath Baitzian (office of the United States Trade Representative) and Manuela Otero Fuentes (Ministry of Foreign Affairs of Chile). USCIB policy experts – Brian Lowry, Alice Stalton Clark and Norine Kennedy moderated panels during the week that focused on pressing issues around technology, data and supply-chain resilience. Read more.
Sample Communication Plan

Use a combination of Enewsletters, Emails and Social Media to generate interest in the campaign and drive traffic to the BP2C Learning Modules.

Create an ongoing **three month** communication plan to **engage your audience** and provide additional reasons to **join the movement**.

**Month 1:** Employees’ health and safety isn’t just part of your business—it IS your business. There’s #MoreToBeDone to protect people against preventable diseases like influenza, measles, and COVID-19, so join the movement with @BP2Convince businesspartners2convince.org

**Month 2:** A healthy workforce makes a healthy company, which is why we’re joining the movement with @BP2CONVINCE and helping our employees understand why vaccination is so important. Learn how to activate your organization businesspartners2convince.org

**Month 3:** How do you keep your employees safe and healthy? Vaccination is part of the puzzle. Join the @BP2CONVINCE movement to learn how to communicate with employees, counter misinformation, and partner with your community businesspartners2convince.org
Thank you!

For more information, please contact kyevtukhova@uscib.org.