

**There's more  
to be done.**



**Campaign Toolkit**



# 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](mailto: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 CONVINC** is **@BP2CONVINCE**. Please follow from your organization's twitter account.

## Press Release

Use this official [Press Release](#) template 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 CONVINC***

- Join the Movement at [BusinessPartners2Convince.org](https://BusinessPartners2Convince.org)



## Campaign Theme

**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](#).



**There's more  
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# 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!*

  
BUSINESS PARTNERS TO  
**CONVINCE**  
VACCINATION FOR A HEALTHY PLANET



**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!*

  
BUSINESS PARTNERS TO  
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VACCINATION FOR A HEALTHY PLANET



**Show them the way.**

- Vaccinations protect employees & their families
- Vaccinated employees have fewer absences
- A healthy workforce is a healthy workplace

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

**There's more to be done.**

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BUSINESS PARTNERS TO  
**CONVINCE**  
VACCINATION FOR A HEALTHY PLANET

Download images [here](#).



# Campaign Imagery (Cobranding)



**Inform them of the risks**  
of not being vaccinated.

**There's more**  
to be done.

Join the movement!

 **BUSINESS PARTNERS TO CONVINCE**  
VACCINATION FOR A HEALTHY PLANET

*Your Logo*



**Provide them protection**  
by setting vaccine policies  
& procedures.

**There's more**  
to be done.

Join the movement!

 **BUSINESS PARTNERS TO CONVINCE**  
VACCINATION FOR A HEALTHY PLANET

*Your Logo*



**Show them the way**  
by supporting routine  
vaccines for employees.

**There's more**  
to be done.

Join the movement!


 **BUSINESS PARTNERS TO CONVINCE**  
VACCINATION FOR A HEALTHY PLANET

*Your Logo*

Download images [here](#).



# Campaign Imagery (Cobranding)




**Inform them of risks.**

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VACCINATION FOR A HEALTHY PLANET

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VACCINATION FOR A HEALTHY PLANET

*Your Logo*



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 **BUSINESS PARTNERS TO CONVINCE**  
VACCINATION FOR A HEALTHY PLANET

*Your Logo*

Download images [here](#).





# Campaign Learning Modules Infographic



Download image [here](#).



# Sample Email Copy

## From Global Organizations to Regional Networks

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 be downloaded and co-branded for your communication outreach.

**Your leadership matters. There's more to be done.**

Thank you,  
{Insert company name}

## From Regional / Local Organizations to Local Companies

Dear [First Name],

We are thrilled to announce the launch of the Business Partners to CONVINCE **#MoreToBeDone** campaign & learning tools.

**#MoreToBeDone** is designed to create a movement of employers 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 share these critical resources with your *[member companies/partners]*, 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 be 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



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:

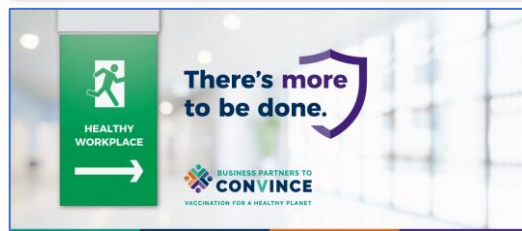
- **Directions on** how to [join the movement](#)
- **Learning modules** to help employers [take action](#)
- **Creative graphics** and copy to [attract attention](#)

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

**Your leadership matters. There's more to be done.**

Thank you,

[Insert company name]



## 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.**

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 be downloaded and co-branded for your communication outreach.

**Your leadership matters. There's more to be done.**

Thank you,

[Insert company name]



## 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.**

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## Provide them protection.

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## Show them the way.

- Vaccinations protect employees & their families
- Vaccinated employees have fewer absences
- A healthy workforce is a healthy workplace

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

**There's more to be done.**



# 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!](#)


 **BUSINESS PARTNERS TO CONVINCE**  
VACCINATION FOR A HEALTHY PLANET

Learn more >

1,380 likes


**@handle** 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  
[businesspartners2convince.org/learning-modules](https://businesspartners2convince.org/learning-modules)

 **Provide them protection**  
by setting vaccine policies  
& procedures.

**There's *more* to be done.**


[Join the movement!](#)

 **BUSINESS PARTNERS TO CONVINCE**  
VACCINATION FOR A HEALTHY PLANET

Learn more >


1,380 likes

**@handle** 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  
[businesspartners2convince.org/learning-modules](https://businesspartners2convince.org/learning-modules)

 **Show them the way**  
by supporting routine  
vaccines for employees.

**There's *more* to be done.**

[Join the movement!](#)

 **BUSINESS PARTNERS TO CONVINCE**  
VACCINATION FOR A HEALTHY PLANET

Learn more >

1,380 likes

**@handle** 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  
[businesspartners2convince.org/learning-modules](https://businesspartners2convince.org/learning-modules)





# Sample Enewsletters: Using Imagery and Copy



CAUTION

Inform them of the risks of not being vaccinated.

There's **more** to be done.

[Join the movement!](#)



**CONVINCE**

VACCINATION FOR A HEALTHY PLANET

Your Logo



VACCINES

Provide them protection by setting vaccine policies & procedures.

There's **more** to be done.

[Join the movement!](#)



**CONVINCE**

VACCINATION FOR A HEALTHY PLANET

Your Logo



HEALTHY WORKPLACE

Show them the way by supporting routine vaccines for employees.

There's **more** to be done.

[Join the movement!](#)



**CONVINCE**

VACCINATION FOR A HEALTHY PLANET

Your Logo



**News & Insights:**

Global Business Leadership at Work

July 13, 2022



HEALTHY WORKPLACE

Show them the way by supporting routine vaccines for employees.

There's **more** to be done.

[Join the movement!](#)



**CONVINCE**

VACCINATION FOR A HEALTHY PLANET

Your Logo



**Business Partners To Convince Launches #MoreToBeDone Campaign**

[f](#) [i](#) [t](#) [+](#)

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**

[f](#) [i](#) [t](#) [+](#)

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, amid other thematic issues, and had a melee of high-profile speakers including Sabine Weyand (European Commission), Beth Baltzan (office of the United States Trade Representative) and Marcela Otero Fuentes (Ministry of Foreign Affairs of Chile). USCIB policy experts – Brian Lowry, Alice Slayton Clark and Norine Kennedy moderated panels during the week that focused on pressing issues around technology, data and supply-chain resilience. [Read more.](#)

There's **more** to be done.

# 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](https://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](https://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](https://businesspartners2convince.org)



**Thank you!**

**For more information, please contact**  
[kyevtukhova@uscib.org](mailto:kyevtukhova@uscib.org).

