IT’S REALLY AN INVESTMENT IN COMMUNITY HEALTH!

A DISCUSSION ABOUT RESOURCE BUILDING FOR COALITIONS

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Size Does Not Matter...
All coalitions can increase resources

• Make your case
• Build collaborative relationships
• Recruit with fundraising in mind
• In-kind, underwriting and offsetting costs make a difference
• Encourage creativity
• Always say thank you!

—even when funders say no.
The Arizona Partnership for Immunization
Budget for 2011 - $989,000

Key funding sources include:

• Contract with State Health Department
  – Manage coalition
  – Conduct community outreach and messaging
  – Maintain working relationship with private sector
  – Conduct trainings for staff of health care providers
  – Support registry acceptance and us2
• Billing program with Counties to collect admin fees for shots given to Medicaid kids
• Grants from local foundations
• Grants from pharmaceutical partners
• Joint education projects with Academy of Pediatrics
• Small grants from March of Dimes, Maternal and Child Health, local corporations and health plans.
Think like a funder
Know funders objectives and help them reach their goals

• Always talk to funders in advance of submitting a grant.
• Use measurable results to your advantage.
• Addressing disparities and reaching special populations have great appeal.
• Collaborate with like-minded organizations.
Make it easy to give

Many partners want to reach your audience: Sponsorships!
Make it fun

Silent auctions engage the community and show off local talent
Invite creativity
Celebrate your success.
Tell your story.
Provide opportunities for your partners to be visible.
Thank them often!
The key to corporate **sponsorships** is to act early to meet budget deadlines.

1. **Events**
2. **Meetings and meals**
3. **Print materials**
LET YOUR COMMUNITY INVEST IN YOUR GOOD WORK!

PLANT THE SEEDS TO A HEALTHY FAMILY

Talk to your doctor about vaccines you need to stay healthy:
- Yearly Flu
- Tetanus
- Pertussis (Whooping Cough)
- Shingles
- Pneumonia

Vaccines can provide a lifetime of protection. Help your family to grow healthy. Remind them to get the vaccines they need at every stage.

WhyImmunize.org

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