Dear Trusted Partner-

North Carolina has launched the “Bringing Back Summer” campaign to create a space for organizations and individuals to roll up their sleeves and do their part to stop the spread of COVID-19 by encouraging vaccination. The campaign will run during two weeks in May (**5/9-5/15** and **5/16-5/21**) and two weeks in June (**6/6-6/12** and **6/20-6/26**) during which organizations across the state can rally together to promote COVID-19 vaccination in North Carolina.

There are lots of ways for groups to get involved, including organizing volunteer days, handing out resources, and helping to schedule appointments. Here’s how you can get started:

**Step 1.** Register your organization as a partner in Bringing Back Summer. Registration is quick and free. After you’re registered you’ll get your starter toolkit and we’ll promote you as a named participant.

**Step 2.** Download the Bringing Summer Back partner toolkit. Get digital versions of the flyers, swag, social media posts, talking points and other resources to aid in your personalized campaign.

**Step 3.** Begin planning a campaign tailored to your community. You know your community best. Adapt the tone and format to motivate people.

**Step 4.** Run your campaign during one or all of the following weeks: **May 9-15,** **May 16-21**, **June 6-12,** and **June 20-26**.

**Step 5.** Share your efforts with us. Use the hashtag #BringingSummerBack so we can highlight the work you’re doing!

To learn more, access the registration form, and download the Bringing Summer Back toolkit, visit www.covid19.ncdhhs.gov/BringSummerBack.

For more information or to learn about additional ways to get involved, you can email NC DHHS at socialmedia@dhhs.nc.gov.

Thanks in advance for your partnership. Let’s Bring Summer Back!