



# **IT'S REALLY AN INVESTMENT IN COMMUNITY HEALTH!**

## **A DISCUSSION ABOUT RESOURCE BUILDING FOR COALITIONS**

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The Arizona Partnership for Immunization  
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# Size Does Not Matter...

All coalitions can increase resources

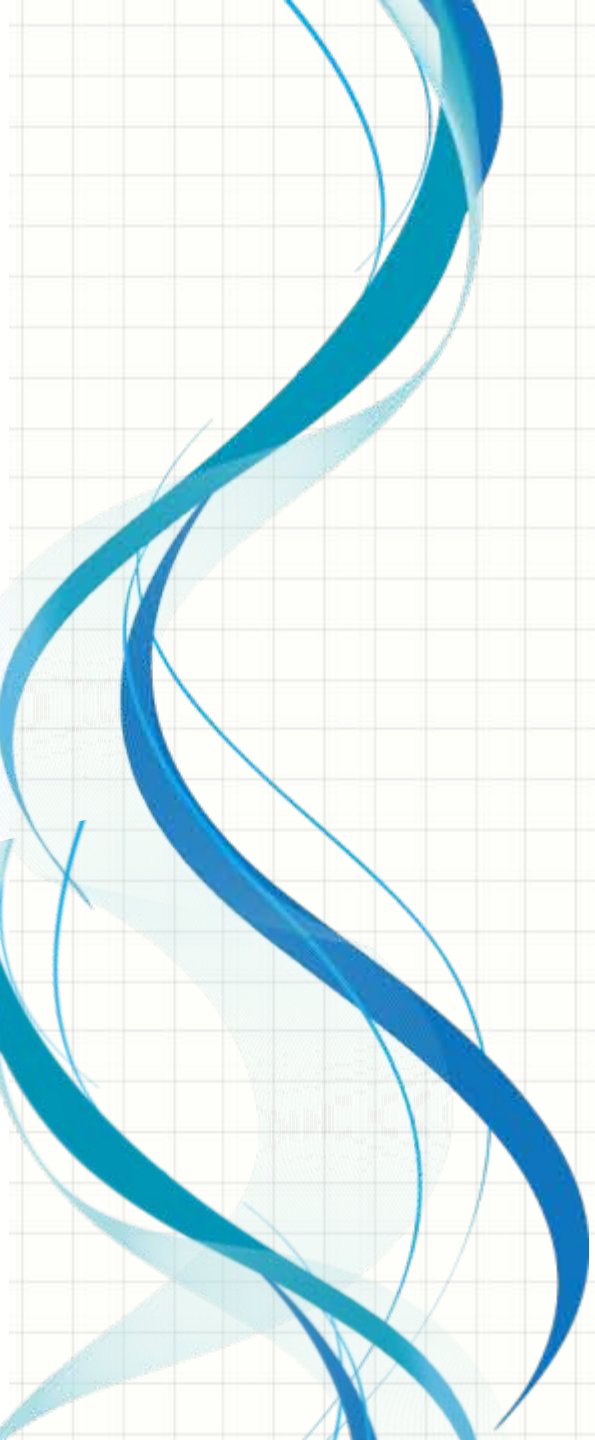
- Make your case
- Build collaborative relationships
- Recruit with fundraising in mind
- In-kind, underwriting and offsetting costs make a difference
- Encourage creativity
- *Always say thank you!*  
*—even when funders say no.*

# 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.



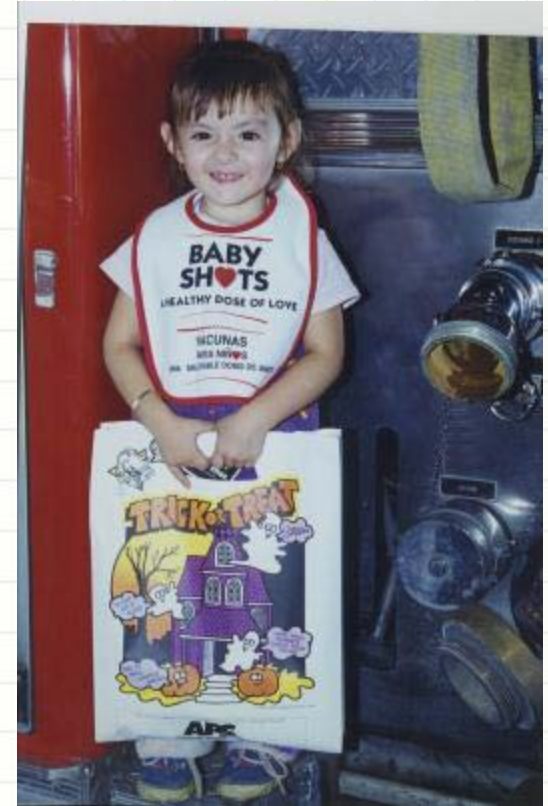
Think like a  
funder

# 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

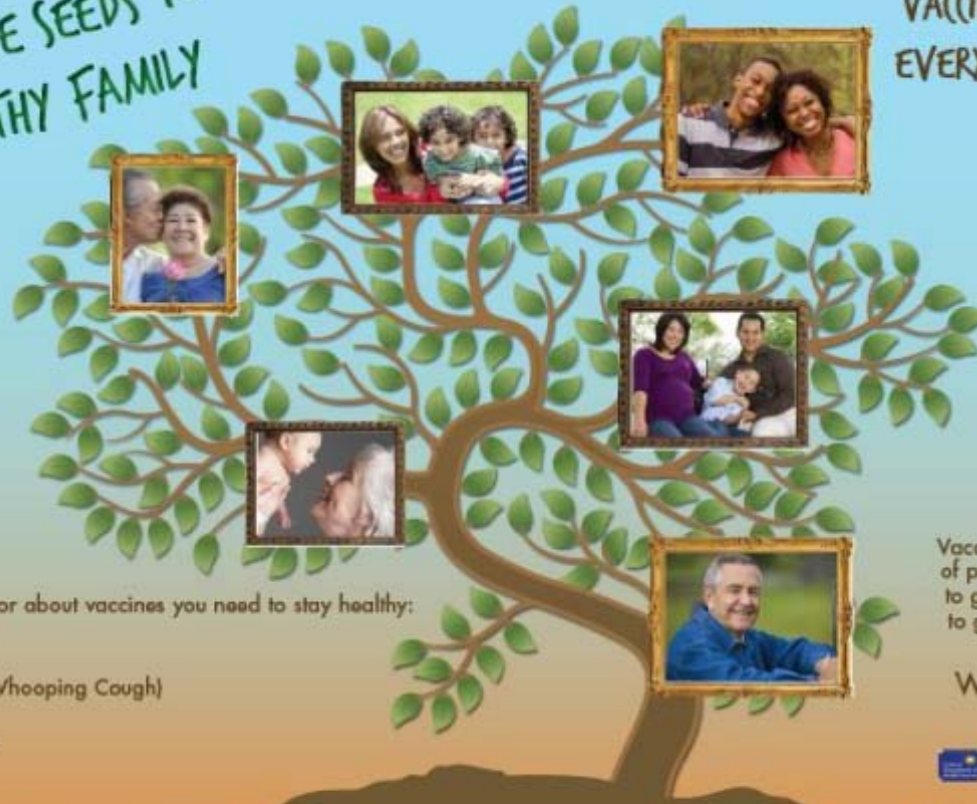
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- Print materials

# LET YOUR COMMUNITY INVEST IN YOUR GOOD WORK!

PLANT THE SEEDS TO  
A HEALTHY FAMILY

VACCINATE YOURSELF &  
EVERYONE AROUND YOU



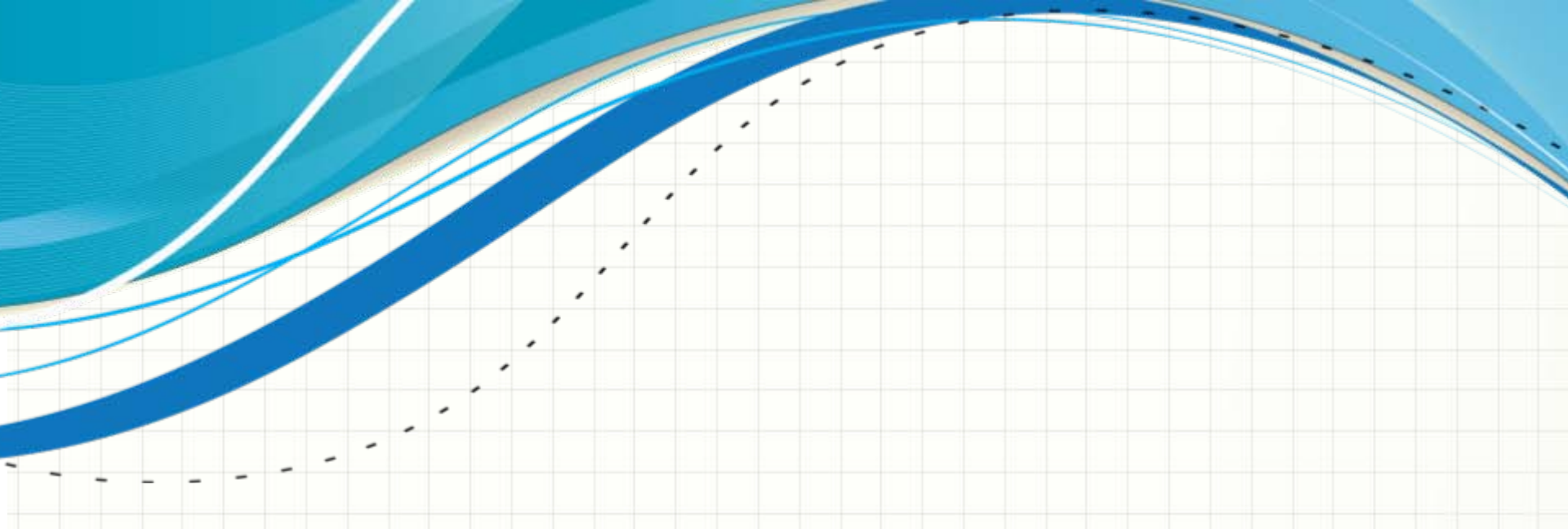
Talk to your doctor about vaccines you need to stay healthy:

- 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](http://WhyImmunize.org)





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