



Vaccinate a Village

What it is

“Vaccinate a Village” is a fundraising activity in which you become a Measles & Rubella Initiative advocate and help raise funds to save lives. With each donation, donors write their names on cut outs shaped like little boys and girls or houses and schools. The shapes are meant to represent a village and are then displayed in a visible area.

How it helps

Measles & Rubella Initiative advocates raise awareness about preventable measles deaths around the world and give their friends, family members, and classmates an opportunity to be part of the solution. Each day, 330 children, mostly under the age of five, die from measles needlessly. A donation as little as \$1 can provide a life saving measles and rubella vaccination for a child. By leading this fundraiser, you will make a huge impact in the mission to prevent measles and rubella around the world.

Get started

Before beginning, contact your local Red Cross unit for assistance. You can search for it by zip code on redcross.org. When you call, ask to speak to someone who works with youth volunteers. They will be able to guide you to available resources that can make this an impactful and successful event. Once you have established contact with your unit, there are three steps you should complete:

- 1. Set goals** – Determine how much money you want to raise and how many people you want to reach with your message. By raising \$500 you can vaccinate an entire village! Also, remember to set a time frame for your fundraiser.
- 2. Plan a presentation** – Get permission from your school to share information about the fundraiser. Arrange for someone from the local Red Cross unit or members of your Red Cross Club to do a presentation to the whole school or individual classes. The presentation can include an explanation of the Measles & Rubella Initiative, its goals and the financial resources needed to vaccinate children against measles and rubella. You can get information for the presentation from the Fact Sheet and even show a video—both listed in the Resource section of the guide. Conclude the presentation by encouraging students to join you in vaccinating a village and saving lives.

Want more information?
Contact us!

youthinvolvement@redcross.org

DID YOU KNOW?

Since 2001, the Measles & Rubella Initiative has supported the vaccination of more than 1.1 billion children in over 80 countries helping reduce measles deaths.

- 3. Spread the word** – Advertise your campaign. Hang posters and flyers about the campaign in and around your school. Set up a table during lunchtime to share information. Visit homerooms to make an announcement. Ask the school morning news team to make an announcement.

What's next?

- Recruit friends to help fundraise. They can help staff a table in the lunch room or ask their family members to donate.
- Engage community groups and local nonprofits and ask them to also help spread the word.
- Get social! Post on Facebook, share pictures on Instagram or Tumblr, upload a Vine video, or send a tweet to spread the word about your fundraiser.
- To track your progress and recognize those who helped vaccinate your symbolic village against measles, photocopy and cut out shapes on the worksheet provided. As people donate to your campaign, ask them to write their name at the bottom of the shape.
- Display the shapes on a blank wall, bulletin board, or banner-sized drawing of a village. This will help show the impact your group is making. Suggested donations:
 - With a \$1 donation, you can help vaccinate one child. (Child Shape)
 - With a \$5 donation, you can help vaccinate one family. (House shape)
 - With a \$10 donation, you can help vaccinate one classroom. (School shape)
- Celebrate milestones and keep friends and family updated about your progress.

With help from your friends, classmates and coworkers, you can easily vaccinate an entire village!

At the end of this activity you will have raised awareness about the importance of measles and rubella vaccines and raised funds for the Initiative. Work with your Red Cross unit to send the raised funds to the Measles & Rubella Initiative mailbox. Thank everyone who helped, review your success, and save the information for next year's fundraiser.

If you're interested in completing another activity, download more activity guides on redcrossyouth.org.

Before beginning, contact your local Red Cross chapter for assistance. You can find chapter information at redcross.org.

Shake it up!

- » Start a friendly competition among sports teams or clubs at school. Keep track of which group raises the most funds.
- » Get the community involved—ask a local business if it will ask customers to donate to Vaccinate a Village.

Show and Tell

- » Share your pictures and videos of your Vaccinate a Village project by sending them to youthinvolvement@redcross.org
- » Do you know about Schooltube? Share a video of your Vaccinate a Village project at www.schooltube.com!

Resources

- » MeaslesRubellainitiative.org
- » Vaccinate a Village cut out shapes
- » Vaccinate a Village flyer
- » Event email postcard
- » Event poster
- » Measles & Rubella Initiative Infographic
- » Measles & Rubella Initiative [videos](#)
- » Measles & Rubella Initiative fact sheet