



Association of
Immunization
Managers



How to Buy Reminder/Recall Postcards for your Community!

As a resource available to you, the Association of Immunization Managers (AIM) can work with you to design and send out postcards to people in your community reminding them to get a COVID-19 vaccine!

This flyer explains what you need to know to send postcards. If you have questions or are ready to get started, please email Breyah Atkinson at batkinson@immunizationmanagers.org.

What is reminder/recall?

"Reminder/Recall" is a way to remind someone to get vaccinated or to recall them to come back and receive another vaccine. Research says reminder/recall works! The reminder/recall strategy may increase immunization rates by 5% – 20%.

Reminder/recall is a postcard, letter, text, or phone call to someone who is missing a vaccine. In this case, it would be a postcard sent to people in your community who need a COVID-19 vaccine. For further details see the orientation slides and the handout titled "Reminder Recall."

You may use your CHW budget to buy reminder/recall postcards.

- We will send postcards to every address in an area you choose.
- We will work with you to choose who gets postcards. You can choose areas by zip code, county, radius, or postal mailing route.

To take part:

- You must buy at least 10,000 postcards.
 - If you want, you can team up with other community health workers (CHWs) in your area to split the cost.
 - You can buy more cards if you want to and have the money in your budget.
- You must meet the timeline below.
- You decide what you want the postcards to look like and what they say.
 - Based on information from the CHW Regional Coordinators; we will create 4 postcard templates.
 - You choose the template you want to use, then select photos, texts, logos, and colors.
 - Each CHW paying for postcards can have their own design (up to 5 designs at most).
 - The graphic designer will complete 1-2 rounds of edits to make sure the cards meet your needs.

Timeline

You can start this project any time. These dates are the latest times to start.

- Request reminder postcards any time before July 15
- Decide on postcard content by August 1
- Approve final postcard design by August 26
- Postcards mailed by mid-September

Costs

Service	Cost
Printing and postage for 10,000 postcards	\$3,419
Mailing service from postcard company	\$650
Graphic design and administration (~\$350 per postcard. Cost depends on number of designs)	\$850-\$2,500
Address list from postcard company	\$300
Bulk discount from postcard company	-\$180
(Depends on number of designs) Total	\$5,039-\$6,689

If you want to send more than 10,000 cards, we can tell you how much it would cost. Prices are between \$0.41 - \$0.43 per card, before design and administration fees.

Eligible Areas

CHWs in the areas below do not need to buy postcards. Reminder/recall postcards are already funded for the following areas:

- Alabama: Epes, Tuskegee
- Georgia: Albany, Augusta, Eastman, Homerville, Metter, Milledgeville, Preston, Randolph County, Terrell County
- Kentucky: Logan County
- Florida: Polk County

If you are in one of these areas, we will work with you to decide what you want the postcards to look like and what they say.

Questions?

If you have questions or want to buy cards, please email Breyah Atkinson at batkinson@immunizationmanagers.org.