

Go Give One > Go 70% Partner Toolkit

Introduction

Vaccines have allowed us to protect ourselves, our family and friends and our community – and to go back to doing the things we love. But this isn't the case for everyone.

Over 10 billion COVID-19 vaccine doses have been administered globally but only 10% of people in low-income countries have had a shot. The distribution of vaccines is unequal across the world. The vast majority have been received in high-income countries, leaving many lower-income countries at risk.

Being protected should not depend on where you live.

To finally break COVID-19 and move on from the pandemic, The World Health Organization has set a target to vaccinate 70% of the world by summer 2022.

We need your support to close the vaccine equity gap and donate to Gavi COVAX AMC by the end of March.

By donating just \$5/£4 to Go Give One, we can achieve global vaccination targets and close the vaccine equity gap.

Over the coming weeks, together we can tackle the greatest global health challenge of our time.

Headline messaging

We need to hit the target of \$5.2 billion raised for Gavi COVAX AMC by March 2022, to ensure that vaccines can continue to be delivered to lower-income countries.

Without this urgent funding, we will fail to achieve a global vaccination rate of 70% by the summer of 2022.

We will deliver on the World Health Organization's target, but only with your help.

How can you support?

As we mark the one-year anniversary of the [first COVID-19 COVAX vaccine doses administered in Africa](#) we are encouraging our global partners to change their social media profile icons simultaneously to show solidarity and support of Go Give One – and demonstrate that we can tackle the greatest global health challenge of our time.

To achieve this, we're encouraging partners to:

- 1. Change your avatar/profile image to GO 70%**
- 2. Post GO 70% content to your channels**, highlighting the new 70% goal, and copy encouraging others to donate

What tools are available?

TOOLS	DETAILS	WHEN AVAILABLE
Social media assets	A series of short film, gif and stills assets.	Link to assets on Dropbox here
Suggested social media posts	Draft social posts ready for use on your social media channels.	Spreadsheet of draft social media posts here

What is planned?

On Tuesday 1st March Go Give One will launch a new piece of content and 'media moment' drawing attention to Go Give One, raising awareness of the ongoing issue of vaccine equity and encouraging the public to help provide urgent funding to Gavi COVAX AMC by the end of March in order to help hit the WHO's target to vaccinate 70% of the world by summer 2022.

The new short film features Dame Harriet Walter of *Succession* & *Ted Lasso* fame, as well as global activists and WHO Foundation CEO Anil Soni, highlighting the urgent need to vaccinate the world. Bringing together diverse voices from all corners of the globe, the film shows the part we all have to play to end the pandemic and close the vaccine gap.

The film, along with more information [will be available from this link](#) from Monday afternoon (GMT) on 28th February 2022.

Key social messaging

To finally break COVID-19 and move on from the pandemic, The World Health Organization has set a target to vaccinate 70% of the world by summer 2022.

Being protected against COVID-19 should not depend on where you live.

We can ensure everyone has access to a COVID-19 vaccine with the help of people just like you.

By donating just \$5/£4 to Go Give One, we can achieve global vaccination targets and close the vaccine equity gap.

We will deliver on our commitment to improve global vaccine access, but only with your help.

Suggested social media posts

A full list of [suggested social media posts available here](#).

If we fall short of the WHO's target to provide vaccines for 70% of the world by summer 2022, COVID-19 may mutate again. We must work together to deliver vaccines to those who would not otherwise be able to afford them.

Please share and head to [👉 gogiveone.org](https://gogiveone.org)

//

Achieving normality won't be possible unless we reach our goal to close the #VaccinEquity gap and deliver vaccines to lower-income countries.

Donating just \$5/£4 to @WHOFoundation 🙌 gogiveone.org will help us tackle the greatest global health challenge of our time.

//

Vaccines have allowed us to protect ourselves and each other. However, people in low-income countries who do not have access to vaccines continue to be at risk to COVID-19.

Your #GoGiveOne donation today will help someone tomorrow. Please donate at: gogiveone.org

Social media tags and handles

These hashtags can be used on your social media channels to express your support for the Go Give One campaign and show you are part of the wider conversation around COVID-19 vaccine equity. Make sure to follow and tag WHO Foundation accounts – the home for Go Give One on social:

- Instagram - [@whofoundation](#)
- Twitter - [@WHOFoundation](#)
- Facebook - [WHO Foundation](#)
- LinkedIn - [WHO Foundation](#)

- #GoGiveOne
- #COVID19
- #VaccinEquity
- #Go70

Social media tips

- Use your channel's analytics and insights to determine when your followers are most active as an indication of when to post
- To drive awareness and consideration prior to each event, we recommend posting
- Use relevant hashtags on Instagram such as #stopthespread, #globalhealth and #VaccinEquity, alongside other pandemic-related hashtags.
- When uploading the video to Facebook, ensure that the video title and video tags use relevant keywords.
- Re-share your grid post to your story on Instagram, to capture followers viewing there.
- Pin your posts to the top of your Facebook and Twitter profile.
- Ensure you respond to all comments as quickly as possible to encourage live conversation and discussion.
- Where possible, encourage those commenting to visit the GG1 website to donate, and use the Link Sticker within your Instagram Stories to drive further traffic.

Background

What is the Go Give One campaign?

Go Give One is a COVID-19 fundraising campaign with no borders. The campaign calls on everyone, everywhere to play their part in helping to vaccinate the world. Created by the WHO Foundation, the money raised goes to an international financing mechanism called COVAX Advanced Market Commitment (AMC), which funds COVID-19 vaccines for lower-income countries, helping protect those who need vaccines the most.

Why was the campaign launched?

This campaign was launched in response to the growing global vaccine equity gap and many people asking what they can do to help. With a small number of countries rolling out the majority of doses, many countries are being left behind and unable to vaccinate their populations. As the quickest route to recovery, people-powered vaccines can pave the way for everyone, everywhere to be vaccinated.

What can the public do?

Every \$5 donated purchases one vaccine. Our aim is to get people around the world to take part in this campaign with the money raised going to the Gavi COVAX AMC, which funds COVID-19 vaccines for lower-income countries, helping protect those who need vaccines the most.