



COVID and Vaccine Campaign

Organization Overview

One Arizona's 28 partners serve diverse communities, are BIPOC lead, and are a trusted messenger in their respective communities. We have state-wide reach and are outreach experts who use text, phone, digital, and COVID safe in-person outreach. Last year we registered 187,000 people remotely because One Arizona has various tech tools, data capabilities, and millions of contact info of voters, making us uniquely capable of reaching people in need of vaccinations.

In 2020 One Arizona ran a similar campaign with our Census Count program. We successfully brought together 14 partners and dozens of other government, private, and other non-profits of interest and hosted over 965 grassroots outreach events, 65 grasstops events, conducted over 75 one-on-one, 16 plus Census training, 64 plus member meetings, and reached over 862,060 people.

On March 25, Governor Doug Ducey issued an executive order that rescinded all the orders issued to curb the spread of COVID-19. This means bars and restaurants can operate at full capacity, and restrictions on large gatherings and events have been lifted. This executive order also preempts local governments from enforcing restrictions. This premature opening of our state has made access to the vaccine even more critical. BIPOC communities are at high risk of being left behind in being vaccinated when the state is moving to return to business as usual.

Project Summary:

The One Arizona Coalition is looking to increase COVID and vaccine awareness and increase vaccinations in underserved communities and BIPOC communities. We mobilized 11 state-wide partners with expertise in the AAPI, Native, Latinx, Black, rural, and immigrant communities. We will be focusing on Maricopa, Pima Yuma, and Pinal counties ([This interactive map](#)) with **events, phone and text programs, and digital state-wide** reaching **9,465,500 people**.

Overall Coalition Goals:

1. *COVID Engagement/Education*
2. *VACCINE Mobilization*
3. *OVERALL: Strengthen organization and community/membership relationships*
4. *CONNECT with 9,465,500 people*

Budget: \$1,418,793

Gap: \$1,000,000