

ECECD Vax to the Max Toolkit

Hello New Mexico Early Childhood Community Members,

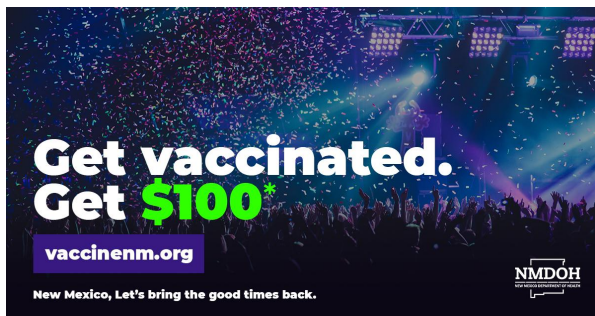
New Mexico is so close to hitting our June 17th goal: 60% of New Mexicans 16 and over who have completed their vaccination series! In order to reach goal The New Mexico Department of Health announced a \$100 incentive for New Mexicans who complete their vaccination series or receive a single-shot Johnson & Johnson vaccination through June 17, and the Vax 2 the Max sweepstakes, which includes a total of \$10 million in cash prizes and other awards to individuals who've already received their vaccination.

Help ECECD spread the word by sharing the prepared messages below to your social media and email lists. *You are more than welcome to tweak the copy to fit your voice as you see fit.*

Social Media:

Facebook/Instagram  Click here to download image	Don't forget about the state's Vax 2 the Max sweepstakes! In an effort to further promote and encourage the COVID-19 vaccine, New Mexico recently launched a statewide sweepstakes that will qualify New Mexicans for cash prizes, staycations, passes to state parks and museums, and many other prizes – all just by getting vaccinated. Find a location & register today at https://vaccinenm.org?ref=ececd * For detailed eligibility guidelines, please visit vaccinenm.org.
Twitter	New Mexico!!! Get vaccinated to bring the good times back and get \$100*! We need

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your help in reaching our vaccination goal of 60% of eligible New Mexicans by June 17. For full eligibility guidelines and to find a location at

<https://vaccinenm.org?ref=ececd>

Email:

New Mexico is on track to reach the 60% threshold of eligible residents who are fully vaccinated, ***but we're not quite there yet.***

In order for New Mexico to retire its “Red to Green” framework and many of the COVID-Safe Practices by July 1, 60% of eligible New Mexicans will need to complete their vaccine series by June 17. ***Time is running out, and we need your help to ensure we meet our July 1 target on time.*** How can you help?

- **Schedule your Johnson & Johnson COVID-19 vaccine today.** If you still need to get vaccinated, consider asking for the Johnson & Johnson vaccine so you can complete your vaccine series in one shot, which will help keep New Mexico on track to reaching that 60% threshold by June 17. The vaccine is free, and the state is offering \$100 incentives for folks who receive the J&J vaccine by June 17. [Schedule your vaccine at your nearest event today.](#)

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