

FROM G'MACH CARING COMMITTEE

Covid Vaccine Awareness Campaign

OZ Board member Brett Smith brought forward an idea on Inauguration Day to mobilize OZ volunteers to contact Vermont OZ members, age 75+ by phone to make sure that our older members are aware that they would be eligible to register for their first Covid vaccine shot beginning on January 25. We were able to recruit many volunteer callers, having asked both people on the G'MaCH list and younger synagogue members in the OZ Families Facebook Group. With backing from Brett, Cantor Steve and Sarah Glassman, we were able to find the needed volunteers within days of the original ask.

The campaign was extraordinarily successful. The members contacted were very appreciative about receiving the call. What mattered was the positive connection between the caller and the person contacted. Many volunteers had positive conversations with the people they called. While few people were unaware of the possibility of registering or needed help registering, most were incredibly happy that the synagogue was looking out for them, and the volunteers felt great about the experience. The project also strengthened intergenerational bonds.

The plan is to continue this type of member engagement going forward as more OZ members become vaccine eligible. The campaign to call OZ members between the ages of 70 and 74 began on Valentine's Day, as these members were eligible to register for their first vaccination beginning on February 16.

~ Eric and Karen Corbman

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