



Participation Guide

Background

RIZE Action Month—Rise to Immunize® campaign’s annual observance held in conjunction with National Immunization Awareness Month—aims to mobilize medical groups and health systems to take action to advance our campaign goal of 30 million vaccines administered by 2027 through comprehensive and equitable vaccine initiatives.

This year’s RIZE Action Month focuses on encouraging a culture of vaccination within your organization. To participate, have your team fill out the “I’m vaccinated because...” signs to reinforce the many benefits of routine adult immunization, and/or the costs of not vaccinating, and share them with the campaign (email to RiseToImmunize@amga.org).

For those of you who would like to offer snacks, lunch, or coffee to encourage team participation, RIZE will reimburse up to \$100* for food, drink, or relevant supplies (e.g., markers, professional printing of signs if you choose)!

*Please Note: Each [participating AMGA member](#) is eligible for one (1) reimbursement up to \$100. To receive reimbursement, a completed reimbursement form, relevant receipts, and team picture(s) are required.

RIZE Action Month Materials

- [Participation Guide](#) (this document)
- [“I’m vaccinated because...” Sign](#)
- [Sign Examples from AMGA Staff](#)
- [Staff Email Template](#)
- [Reimbursement Form](#)

All materials are available at RiseToImmunize.org/ActionMonth.

Steps to Participate

#1. RSVP to RIZE. Let us know when your team plans to participate by completing the short [RSVP](#) form.

#2. Choose an activity organizer. Identify one individual from your immunization team to be responsible for leading this activity—including communicating it to team members (see [Staff Email Template](#)) and collecting the pictures of individuals with their completed signs or taking a group photo to share with the campaign (RiseToImmunize@amga.org). Consider the RIZE primary or quality point-of-contact for this role.



#3. Complete “I’m vaccinated because...” signs.


- Determine an “asynchronous” or “synchronous” approach, depending on your team’s availability.
 - Synchronous: Ask the team to complete the signs at an existing meeting. Set aside time on the agenda.
 - Asynchronous: Ask team members to print, complete, and take selfies independently if many team members work remotely. Or, for an in-person asynchronous option, you can provide a “sign station” in a highly visible area for providers and staff to complete signs and take selfies at their convenience.
- Make it easy! When possible, provide printed **“I’m vaccinated because...” Signs** and markers and offer **Sign Examples from AMGA Staff** for a little inspiration. Be sure to customize the **Staff Email Template** to reflect your organization’s plans.
- Offer food and/or drinks to draw participation. Consider a meal if your team is smaller or snacks and light refreshments if you need to accommodate more people. Offerings may include breakfast at an existing meeting, snacks at the “sign station,” or a sweet treat for everyone who completes a sign. Be sure to complete the **Reimbursement Form** for activity-related expenses.

#4. Request all selfies or take a group photo! If your team will be together for a meeting or huddle, consider taking one group photo with everyone holding their completed signs. If that’s not feasible or your team consists of remote employees, request team members take selfies with their completed signs and email them to the activity leader, who will collect them all and email them to the RIZE campaign (RiseToImmunize@amga.org). By collecting all of the selfies, the activity leader can track participation and follow up with team members who haven’t submitted one.

#5. Submit your pictures and reimbursement form. To receive up to \$100 for your team food and beverage, complete the **Reimbursement Form** and send it along with receipts and your team picture(s) to RiseToImmunize@amga.org by **Friday, Sept. 12, 2025**. Remember, each participating AMGA member is eligible for one (1) reimbursement up to \$100.

If You Want to Go the Extra Mile...

- **Post your completed signs.** Consider showcasing the completed signs within your organization—perhaps in a staff location or patient-facing area to communicate your vaccination values internally or externally, respectively.
- **Share your pictures on social media.** If you’d like to share the reasons your team members are vaccinated with the broader immunization community, consider sharing your pictures on LinkedIn, Facebook, X (formerly Twitter), or other social media platforms. When possible, be sure to tag us (@AmericanMedicalGroupAssociation on LinkedIn; @theAMGA on X; and @AMGA on Facebook) and use #RiseToImmunize. Below are some sample social media posts:
 - **Sample post for X**
 - Each person has a unique reason for getting vaccinated. As part of @theAMGA #RiseToImmunize Action Month, our team at [insert organization] is excited to



share why we chose to protect ourselves and our community through vaccination!
(insert photo/photos)

- **Sample post for Facebook**
 - From protecting immunocompromised loved ones to helping contribute to herd immunity, each person has their own reason to get immunized against vaccine-preventable diseases. Our [insert department] team at [insert organization] is proud to take part in the @AMGA #RiseToImmunize Action Month this August by sharing why we are vaccinated. Tell us in the comments why you choose to vaccinate. (share photo/photos)
- **Sample post for LinkedIn**
 - Most of us know someone who has been affected by a vaccine-preventable disease. By choosing to vaccinate, we are taking action to protect our community, our loved ones, and ourselves. For this year's #RiseToImmunize (RIZE) Action Month at @American Medical Group Association (AMGA), we are proud to share why our team is vaccinated! (insert photo/photos)
- **Leverage additional resources.** To further encourage a culture of vaccination, consider reviewing the RIZE video, "[5 Strategies to Strengthen Your Vaccine Recommendations](#)" with your team in advance of respiratory season.