

Dear community partner,

Finally, there's a fundraiser that can be done from home, takes only seconds a day, and can earn a parent-teacher group from your favorite Rochester City School District (RCSD) school up to \$15,000.

The COVID Community Challenge rewards RCSD parent-teacher groups for recruiting adults to participate daily in ROC COVID, an online health screening tool. ROC COVID is a simple web-based tool that is being used to identify ZIP codes with COVID-19 outbreaks.

More than 50,000 residents have signed up for ROC COVID. But we need more participation in your area. That's why we are asking you to share word about the COVID Community Challenge. Below are some sample social media posts, a brief for newsletters and frequently asked questions that you can share with others.

Participation in the challenge contributes to the region-wide effort to control the spread of COVID-19 and return RCSD schools to in-class learning. Administered by the University of Rochester, the COVID Community Challenge is made possible through grants from private foundations.

Get more details about the COVID Community Challenge at roccovid.org/challenge.

We thank you in advance for helping us stop this pandemic and get us back to in-person learning.

The COVID Community Challenge team

Sample Facebook posts about the COVID Community Challenge:

Have you heard about the COVID Community Challenge organized by @UniversityofRochesterMedicalCenter? It helps @RCSDNYS parent-teacher groups earn up to \$15,000 for recruiting adults to participate in ROC COVID, an online health screening tool for COVID-19 symptoms. Learn more and get started <http://roccovid.org/challenge>

Community members!! You can help prevent the spread of COVID while helping an @RCSDNYS parent-teacher group win up to \$15,000 with the COVID Community Challenge. Sign up for ROC COVID, an online health screening tool and encourage your favorite parent-teacher group to recruit a team of participants to get the challenge started! Join today at <http://roccovid.org/challenge>

The COVID Community Challenge gives @RCSDNYS parent-teacher groups a chance to win up to \$15,000 when they recruit a team to participate in ROC COVID!

Encourage your favorite parent-teacher group to sign up for the challenge today!
<http://roccovid.org/challenge>

Sample Twitter posts about the challenge:

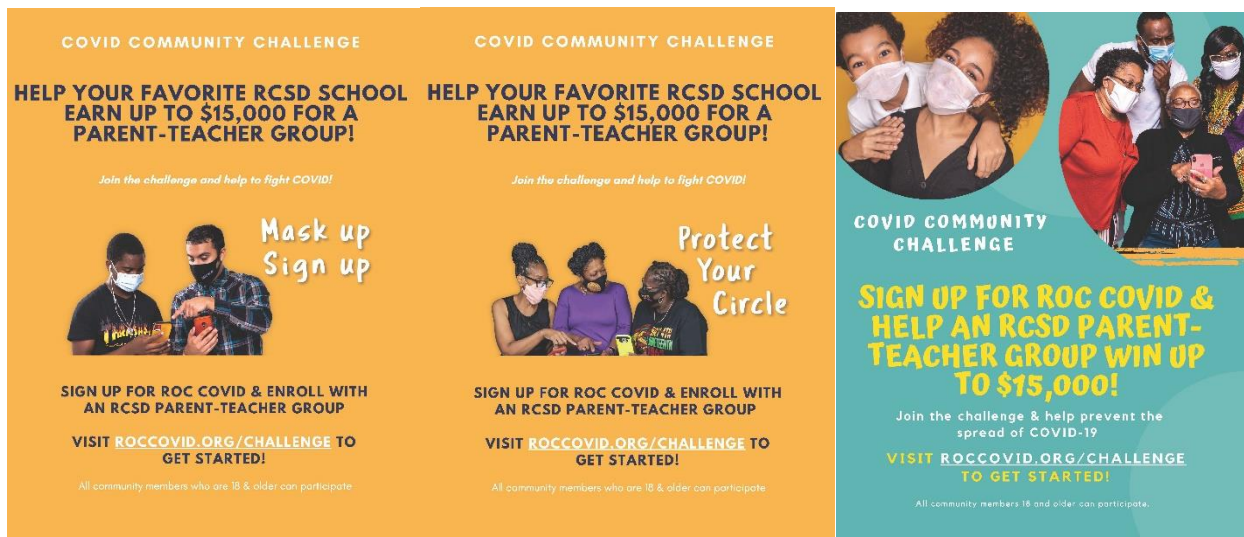
Fight COVID and help a parent-teacher group from your favorite #Rochester City School District @RCSDNYS school win up to \$15,000. Sign up for ROC COVID with the #COVIDCommunityChallenge. <http://roccovid.org/challenge>

Have you heard about the #COVIDCommunityChallenge organized by @URMedicine? Sign up for ROC COVID to help a parent-teacher group from your favorite @RCSDNYS school win up to \$15,000. <http://roccovid.org/challenge>

Help prevent the spread of COVID while helping an @RCSDNYS parent-teacher group win up to \$15,000! Sign up for ROC COVID and encourage a parent-teacher group to enroll in the #COVIDCommunityChallenge. Start here: <http://roccovid.org/challenge>

The #COVIDCommunityChallenge gives @RCSDNYS parent-teacher groups a chance to win up to \$15,000! Sign up for the ROC COVID health screening tool & help your favorite parent teacher group enroll in the challenge today. <http://roccovid.org/challenge>

Flyers to share on social media about the challenge:



Newsletter blurb about the COVID Community Challenge:

Challenge gives RCSD parent-teacher groups a chance to win \$15,000

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Frequently asked questions:

Q: Why should I participate in ROC COVID?

A: The ROC COVID initiative aims to help identify COVID-19 outbreaks in our community earlier than is currently possible, so we can keep you and your circle safe and keep our region open.

Q: How does the ROC COVID tool help me and my circle stay safe?

A: If we can identify virus outbreaks early, we can help keep you and your family and friends safer by stopping outbreaks before they spread. If we see increasing symptom rates in your ZIP code, for example, we can work with community partners to provide more resources to your neighborhood, such as free testing sites, mask distribution and educational outreach. If we can contain outbreaks, we can help our schools and our region continue reopening and stay open.

Q: Are you tracking participants?

A: No, ROC COVID does not track individuals. All personally identifiable information is removed and all analysis of the data is at the ZIP code level or higher. Unlike phone apps, ROC COVID is a web-based tool that does not track location data from your phone.

Q: If I report symptoms, will I be prevented from going to work?

A: No, your answers will not affect your employment. Because your answers to the symptom tracker are not linked to you as an individual, no person or organization will have access to your answers, including employers, health care systems, government agencies or other entities.

Q: How is the COVID Community Challenge set up?

A: Parent teacher-group teams that sign up at least 150 new community members on the ROC COVID health screening tool by Nov. 20, 2020, will receive \$500. Every parent-teacher group team that enrolls 150 members by Nov. 20, 2020, will get a chance to compete for prizes of up to \$15,000 for most participation in ROC COVID. Get your team off to a great start by encouraging early sign-up and daily participation.

Q: What if I need help signing up a parent-teacher group?

A: We can provide help to parent leaders to help them sign up parent-teacher groups to participate. Contact Erick Stephens at Erick.stephens@commongroundhealth.org.

Q: Which school parent-teacher groups can participate?

A: Because Rochester City School District schools have been only online this school year, the challenge is open to all qualified PTA/PTO groups of Rochester City School District K-12 grade schools. Charter and private schools are not eligible.

Q: What if a community member is already completing the ROC COVID daily health screening. Can they still join?

A: Yes, the option to join the challenge will be made available in one of their ROC COVID health screenings. For help, email help@roccovid.org.