



Sample Email from CEO to Employees

The Coalition to Stop the Spread
January 2021

Dear Colleague,

First, I want to thank you for your dedication to this organization and to the safety of your peers and your communities. This past year proved to be more difficult than any of us could have imagined. But, we are in a much better place across the organization because of extraordinary colleagues like you.

I am sure that we all are joined in a collective sigh of relief that 2020 is behind us. The pandemic has impacted every part of our lives, from the health and safety of our loved ones to the vitality of our local businesses and broader economy. While there is much to admire about the strength, determination, ingenuity and compassion that we saw in the past year, the frustrating truth is that we aren't out of the woods yet.

In December, the FDA approved two break-through vaccines and before year-end [millions of doses were distributed across the U.S.](#) with many receiving first doses. Historically, this pace of medical innovation is unheard of. However, despite this incredible progress, the reality is that it will likely be the second half of 2021 before the vaccines are widely available for the broader population. Until then – and likely for some time after – we must remain diligent in our precautions and practices, every day.

The end may not be right around the corner, but it is in sight – let's not give up now.

As we begin 2021, I am asking you to join me in rededicating to stop the spread of COVID-19, to keep our families healthy, our workforce safe and our businesses open.

We all have heard many leaders and peers describe best safety practices – to wear a mask around others, to keep safe distances apart, to wash your hands often and to get tested if you feel sick. You know these well and practice them in the workplace every day. What I am committing to and asking of you is to be extra diligent around close friends and extended family. Our risk is not limited to public spaces. COVID-19 has proved adept at invading all spaces in our lives, including our homes and those of our personal network (the so-called “bubble”).

You have the power to stop the spread by not only practicing proven precautions, but also to encourage others to do the same. If we all can be champions in our own lives, 2021 will a year to celebrate.

Thank you for your continued dedication.