



This is Our Shot – Sample Email from CEO to Employees

The Coalition to Stop the Spread
April - May 2021

Dear Colleague,

It has been a little more than 12 months since the pandemic turned our lives upside down. We have all been through a great deal this past year with life-altering tragedies and daily hardships. But today, the prevailing sense is that the end is near.

We are in a much better place than just a few months ago when the cases in December and January felt wildly out of control. We now have multiple authorized vaccines and the supply of each has grown dramatically. Today, all Ohioans from age 16 and up are eligible to schedule their appointments. Optimism is on the rise.

In just the last few weeks, however, the decline in cases has leveled off. In some parts of our state, cases have increased following spring breaks and the onset of warmer weather. After a year of crisis, we all know what is at stake here. And we've shown what we can accomplish together if we truly commit to the effort to protect our families, neighbors and coworkers.

Unlike March of 2020, the light at the end of the tunnel is visible today. While we continue to be smart and protective when we need to be, i.e., in public, in the workplace, around those at higher risk, we know that vaccines are the way out of this. Three clinical studies totaling 116,000 participants have confirmed the safety and effectiveness of the authorized COVID-19 vaccines. And the vaccines continue to be carefully evaluated by health and medical experts, and serious side-effects have shown to be extremely rare.

Tens of millions of already vaccinated Americans are leading us forward, but it's going to take many more than that to get us where we need to be. This is our shot. This is our shot to return to what we love and miss dearly – family, friends, outings, events, sports, travel and so much more. [I've received my vaccine and feel a renewed sense of optimism and excitement for the months and years ahead.]

You all have impressed me from the very start. You have handled the most difficult of times with courage and great care for your coworkers and communities. We will do what's right. I have no doubt about it.

Because when we have a shot at success, we take it.

Sincerely,