**5+ Fruitful COVID-19 Vaccine Campaign**

Email Strategy

**Email 1**

Subject: Orange you glad kids can be vaccinated?

From: [school name]

[Parent/guardian name],

Protecting your student against COVID-19 is no joke.

**The Centers for Disease Control recommend everyone 5 years and older be vaccinated.** Are you curious how the COVID-19 vaccine works to protect your child? Watch [this short video](https://www.youtube.com/watch?v=YOlrNlvEiMw) from the American Academy of Pediatrics.

Let’s do our part to make it a fruitful school year: Get your student vaccinated so they can enjoy the activities they’ve missed during the pandemic.

[COVID-19 and kids: How mRNA vaccines work - YouTube](https://www.youtube.com/watch?v=YOlrNlvEiMw)

Thank you,

[school name]

*Link*

*This short video = Hyperlink to* [*https://www.youtube.com/watch?v=YOlrNlvEiMw*](https://www.youtube.com/watch?v=YOlrNlvEiMw)

[COVID-19 and kids: How mRNA vaccines work - YouTube](https://www.youtube.com/watch?v=YOlrNlvEiMw) = Hyperlink to [*https://www.youtube.com/watch?v=YOlrNlvEiMw*](https://www.youtube.com/watch?v=YOlrNlvEiMw)

**Email 2**Subject: Fruitful Fact: The Vaccine is Effective

From: [school name]

[Parent/guardian name],

A vaccine today keeps the virus away!

The CDC recommends youth 5 years and older be vaccinated against COVID-19. The COVID-19 vaccine can prevent nearly 100% of severe illness and death from the virus in healthy people.

Let’s pick good choices and make sure as many students and families as possible get vaccinated.

Get more fruitful facts from the experts at Children’s Hospital Omaha [here](https://www.childrensomaha.org/wp-content/uploads/2021/11/COVID-Vaccine-Fact-Sheet1.pdf).

[**Learn More About COVID-19 Vaccines**](https://www.childrensomaha.org/wp-content/uploads/2021/08/Fruitful-2021-Phase-2-Fact-Sheet.pdf)

Thank you,

[school name]

*Link  
here = hyperlink to Fact Sheet:* [*https://www.childrensomaha.org/wp-content/uploads/2021/11/COVID-Vaccine-Fact-Sheet1.pdf*](https://www.childrensomaha.org/wp-content/uploads/2021/11/COVID-Vaccine-Fact-Sheet1.pdf)

***Learn More About COVID-19 Vaccines =*** *hyperlink to Fact Sheet:* [*https://www.childrensomaha.org/wp-content/uploads/2021/11/COVID-Vaccine-Fact-Sheet1.pdf*](https://www.childrensomaha.org/wp-content/uploads/2021/11/COVID-Vaccine-Fact-Sheet1.pdf)

**Email 3**

Subject: Your questions answered about the COVID-19 vaccine

From: [school name]

[Parent/guardian name],

Make this year more appealing by protecting kids against COVID-19 with the FDA-approved vaccine.

From questions about safety to explaining why students 5 years and older should be vaccinated, the experts at Children’s Hospital & Medical Center have you covered.

Read frequently asked questions about the COVID-19 vaccine and kids by clicking here.

**Learn More About COVID-19 Vaccines.**

Thank you,

[school name]

*Link*

*Clicking here = hyperlink to FAQ****Learn More About COVID-19 Vaccines. =*** *hyperlink to FAQ (*https://www.childrensomaha.org/wp-content/uploads/2021/11/5-Fruitful-FAQ.pdf*)*