



Sample CEO Email to Employees

Dear colleague,

The global pandemic has tested our country and our company in unprecedented ways. Fortunately, multiple vaccines authorized by the Food and Drug Administration (FDA) offer hope that we'll be able to finally turn the tide against COVID-19 and get back to our lives.

I will be getting vaccinated, and I hope you will too. Vaccines can help us get back to many of the things we miss most, like spending time with loved ones and friends, traveling and going to events. And, as more of us get vaccinated, they'll provide the safety and protection that will allow our economy to fully reopen.

As an employee of [COMPANY], your health and safety are our top priorities. We know that COVID-19 vaccines save lives. We also understand that vaccines require trust, transparency and accountability.

That's why [COMPANY] is participating in the [Health Action Alliance](#), a national network of businesses and health experts working together to boost our country's response to COVID-19 and strengthen public health. Over the coming months, we will share information about COVID-19 vaccines from the CDC, FDA and other trusted sources, starting with this [fact sheet](#) and answers to [frequently asked questions](#).

We're also putting together a [Task Force/Plan] to develop a company vaccination policy that aligns with our values and the needs of our people. You'll be hearing more about this soon.

Vaccines will help end the pandemic, but only if we continue to wear our masks, watch our social distance, stay home when we're feeling sick and wash our hands to keep everyone safe. Remember, you may still be able to transmit COVID-19 even after you've been vaccinated.

Most importantly, I want you to know that it's ok to have questions. We're committed to making sure you feel safe and supported. If you have questions about vaccines, I hope you'll start a conversation with your doctor or healthcare provider. If you have questions about any of the information you are receiving from [COMPANY] or anything else related to vaccines and our healthcare benefits, please don't hesitate to reach out to [TRUSTED LEADER / EMPLOYEE LIAISON.] We want to hear from you.

As COVID-19 vaccines become available to more Americans over the coming months, [COMPANY] will continue to provide information about ways we're supporting employees and removing barriers to vaccination.

In the meantime, please continue to prioritize the health and safety of yourself and each other.

Respectfully yours,

NAME

President/CEO (or other trusted leader)