**Don’t Miss Your Shot Email Blast 1**

Text:

**Email Blast 1 (More Storytelling):**

Blue Header:

 Vaccine Clinic Now Available in [District]!

Salutation:

Dear \_*District Name*\_ Parents

Body text:

Over the next 6 weeks, more than 50 million students across America will head back to school. For our students 12 and older here at \_*district name*\_, getting vaccinated against COVID-19 right away is the best way back to the things they love – like playing sports and spending time with friends and loved ones.

We are partnering with vaccine providers like pharmacies and local health departments to administer free and safe COVID-19 vaccines to any eligible student who wants one. [Insert details on vaccine clinic here]

Families and students alike have been through so much over the past year, and significant challenges remain ahead. But as we return back to school this fall, don’t miss your shot to ensure your child can get back to the everyday things they love as quickly as possible. Sign up to get the COVID-19 vaccine today.

Sincerely,   
\_*District Superintendent*\_

Button text: Get Your Shot   
Link: [INSERT LINK HERE]

HTML Code:

<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en" lang="en"><head>

<title>

</title>

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<meta name="format-detection" content="telephone=no">

<!--[if (gte mso 9)|(IE)]>

<style type="text/css">

table {border-collapse: collapse;}

</style>

<![endif]-->

<style type="text/css">

/\* Make columns expand to 100% on small screens \*/

@media only screen and (max-width: 480px) {

.abe-column-block {

min-width: 100%;

}

}

/\* Disables Apple clients adding blue color and underline to links and other text \*/

a[x-apple-data-detectors] {

color: inherit !important;

text-decoration: none !important;

font-size: inherit !important;

font-family: inherit !important;

font-weight: inherit !important;

line-height: inherit !important;

}

</style>

</head>

<body style="margin:0;padding:0;margin:0;padding:0;width:100% !important;">

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<!-- centered column -->

<td style="-webkit-text-size-adjust: 100%; -ms-text-size-adjust: 100%; mso-table-lspace: 0pt; mso-table-rspace: 0pt;">

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<!--[if (gte mso 9)|(IE)]>

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<h2 style="text-align: right; line-height: 1.2; color: #B72317; font-family: helvetica; font-size: 22px; margin: 0.83em 0 18px;" align="right">\_INSERT\_DISTRICT\_NAME\_</h2>

</td>

</tr>

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</div>

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<!--[if (gte mso 9)|(IE)]>

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<!--[if (gte mso 9)|(IE)]>

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</tr>

</tbody></table>

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</div>

<!--[if (gte mso 9)|(IE)]>

</td>

<![endif]-->

<!--[if (gte mso 9)|(IE)]>

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<img class="govd\_template\_image" src="https://content.govdelivery.com/attachments/fancy\_images/TXTEA/2021/08/4832162/3689767/dont-miss-your-shot-social-media-hallway-gd-01-orig\_crop.png" style="width: 567px; height: auto; -ms-interpolation-mode: bicubic; line-height: 1; outline: none; text-decoration: none; max-width: 100%; border: none;" alt="school hallway with banner: Don't Miss Your Shot" width="567" height="312"><h1 style="text-align: center; line-height: 1.2; color: #012169; font-size: 27px; font-family: helvetica; margin: 0.67em 0 20px;" align="center"><span style="text-decoration: none;">Vaccine Clinics Available in [District]!</span></h1>

<p style="-webkit-text-size-adjust: 100%; -ms-text-size-adjust: 100%; line-height: 1.4; font-family: helvetica; font-size: 15px; margin: 0 0 15px;"><strong>Dear <strong>Parents and Guardians</strong></strong>,</p>

<p style="-webkit-text-size-adjust: 100%; -ms-text-size-adjust: 100%; line-height: 1.4; font-family: helvetica; font-size: 15px; margin: 0 0 15px;"><span data-preserver-spaces="true" style="line-height: 1.4;">Our mission as educators is to ensure your children can receive a high-quality education in a safe, welcoming environment where they can focus and be comfortable. One way we can do that in this moment is&nbsp;</span><a href="https://nam10.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.cdc.gov%2Fcoronavirus%2F2019-ncov%2Fvaccines%2Frecommendations%2Fadolescents.html&amp;data=04%7C01%7CAndres.Ramos%40tea.texas.gov%7C3c0c7fc36b9f412674ed08d95ea893a5%7C65d6b3c3723648189613248dbd713a6f%7C0%7C0%7C637644900380022463%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&amp;sdata=2OiRkmkiLUd7bSxcGk3ab6W9DU43BXtDZzYJA7m9s%2FQ%3D&amp;reserved=0" target="\_blank" class="editor-rtfLink" rel="noopener" style="-webkit-text-size-adjust: 100%; -ms-text-size-adjust: 100%; color: #012169;"><span data-preserver-spaces="true" style="line-height: 1.4;">to vaccinate children ages 12 and older</span></a><span data-preserver-spaces="true" style="line-height: 1.4;">. Although children have been infected with COVID-19 at rates far lower than adults, children can:</span></p>

<ul>

<li style="-webkit-text-size-adjust: 100%; -ms-text-size-adjust: 100%; line-height: 1.4; font-family: helvetica; font-size: 15px; margin-bottom: 15px;"><span data-preserver-spaces="true" style="line-height: 1.4;">Be infected with the virus that causes COVID-19</span></li>

<li style="-webkit-text-size-adjust: 100%; -ms-text-size-adjust: 100%; line-height: 1.4; font-family: helvetica; font-size: 15px; margin-bottom: 15px;"><span data-preserver-spaces="true" style="line-height: 1.4;">Get sick from COVID-19</span></li>

<li style="-webkit-text-size-adjust: 100%; -ms-text-size-adjust: 100%; line-height: 1.4; font-family: helvetica; font-size: 15px; margin-bottom: 15px;"><span data-preserver-spaces="true" style="line-height: 1.4;">Spread COVID-19 to others</span></li>

</ul>

<p style="-webkit-text-size-adjust: 100%; -ms-text-size-adjust: 100%; line-height: 1.4; font-family: helvetica; font-size: 15px; margin: 0 0 15px;"><span data-preserver-spaces="true" style="line-height: 1.4;">As Governor Abbott recently stated: "Texans can help bolster our efforts by getting vaccinated against COVID-19. The COVID-19 vaccine is safe and effective, and it is our best defense against this virus. Texans can visit&nbsp;</span><a href="https://nam10.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.dshs.texas.gov%2Fcovidvaccine%2F&amp;data=04%7C01%7CAndres.Ramos%40tea.texas.gov%7C3c0c7fc36b9f412674ed08d95ea893a5%7C65d6b3c3723648189613248dbd713a6f%7C0%7C0%7C637644900380032418%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&amp;sdata=0Dk5bOfgv0411tXQFU6wOvQCSpy1P6KKeobhcIjH2o4%3D&amp;reserved=0" target="\_blank" class="editor-rtfLink" rel="noopener" style="-webkit-text-size-adjust: 100%; -ms-text-size-adjust: 100%; color: #012169;"><span data-preserver-spaces="true" style="line-height: 1.4;">covidvaccine.texas.gov</span></a><span data-preserver-spaces="true" style="line-height: 1.4;">&nbsp;to find a COVID-19 vaccine provider near them."</span></p>

<p style="-webkit-text-size-adjust: 100%; -ms-text-size-adjust: 100%; line-height: 1.4; font-family: helvetica; font-size: 15px; margin: 0 0 15px;"><span data-preserver-spaces="true" style="line-height: 1.4;">Increasing vaccination will help us get back to what we’re best at doing and what your children need most: a strong education that will prepare them well for the future.&nbsp;</span></p>

<p style="-webkit-text-size-adjust: 100%; -ms-text-size-adjust: 100%; line-height: 1.4; font-family: helvetica; font-size: 15px; margin: 0 0 15px;">Sincerely,</p>

<p style="-webkit-text-size-adjust: 100%; -ms-text-size-adjust: 100%; line-height: 1.4; font-family: helvetica; font-size: 15px; margin: 0 0 15px;"><strong>\_DISTRICT\_SUPERINTENDENT\_NAME\_<br><br></strong></p>

<table class="govd\_button" style="-webkit-text-size-adjust: 100%; -ms-text-size-adjust: 100%; border-spacing: 0; mso-table-lspace: 0pt; mso-table-rspace: 0pt;" width="100%" cellspacing="0" cellpadding="0" border="0"><tbody><tr><td style="-webkit-text-size-adjust: 100%; -ms-text-size-adjust: 100%; mso-table-lspace: 0pt; mso-table-rspace: 0pt; padding-bottom: 15px;"><table style="-webkit-text-size-adjust: 100%; -ms-text-size-adjust: 100%; border-spacing: 0; mso-table-lspace: 0pt; mso-table-rspace: 0pt; margin: 0 auto;" cellspacing="0" cellpadding="0" border="0" align="center"><tbody><tr><td class="govd\_button" style="-webkit-text-size-adjust: 100%; -ms-text-size-adjust: 100%; mso-table-lspace: 0pt; mso-table-rspace: 0pt; background-color: #B72317; border-radius: 0px; text-align: center; display: inline-block; overflow-wrap: break-word; word-wrap: break-word; -ms-word-break: break-all; word-break: break-word; padding: 10px 20px; border: none;" bgcolor="#B72317" align="center"><a href="https://www.cdc.gov/coronavirus/2019-ncov/vaccines/recommendations/adolescents.html" target="\_blank" rel="noopener noreferrer" style="-webkit-text-size-adjust: 100%; -ms-text-size-adjust: 100%; text-decoration: none !important;"><strong style="font-family: helvetica; font-size: 18px; color: #FFFFFF; text-decoration: none;">Learn More</strong></a></td></tr></tbody></table></td></tr></tbody></table>

</td>

</tr>

</tbody></table>

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</div>

<!--[if (gte mso 9)|(IE)]>

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<![endif]-->

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<div id="abe-column-block-aea5fcee-25ba-4d29-a5b8-19d8416986b3-padding" class="abe-column-block-padding" style="padding: 15px;">

<table role="presentation" style="table-layout: fixed; overflow-wrap: break-word; word-wrap: break-word; text-align: left; -webkit-text-size-adjust: 100%; -ms-text-size-adjust: 100%; border-spacing: 0; mso-table-lspace: 0pt; mso-table-rspace: 0pt;" width="100%" cellspacing="0" cellpadding="0" border="0" align="center">

<tbody><tr>

<td style="-webkit-text-size-adjust: 100%; -ms-text-size-adjust: 100%; mso-table-lspace: 0pt; mso-table-rspace: 0pt;"></td>

</tr>

</tbody></table>

</div>

</div>

<!--[if (gte mso 9)|(IE)]>

</td>

<![endif]-->

<!--[if (gte mso 9)|(IE)]>

</tr>

</table>

<![endif]-->

</td>

</tr>

</tbody></table>

</div>

<!--[if (gte mso 9)|(IE)]>

</td>

</tr>

</table>

<![endif]-->

</td>

<td style="-webkit-text-size-adjust: 100%; -ms-text-size-adjust: 100%; mso-table-lspace: 0pt; mso-table-rspace: 0pt;"></td>

</tr>

</tbody></table>

</td></tr></tbody></table>

</body></html>