**Flu Shot with Schedule Option  
Email Campaign**

**Email 1 – Announcement**

***(Send 4 - 6 weeks prior to event)***

**Subject: Save the Date! Get Your Flu Shot [INSERT DATE]!**

Flu season is just around the corner. Don’t let the bug catch you this year!

The Centers for Disease Control and Prevention report the best way to protect yourself from the flu is to get vaccinated each year. We are pleased to offer on-site flu vaccinations for employees and spouses at no cost to you.

[INSERT DATE, TIME & LOCATION]

**Email 2 – Reminder**

***(Send 2 - 4 weeks prior to event)***

**Subject: Sign-up Today! Protect Yourself From the Flu!**

Have you signed up yet for your flu vaccination?

Did you know that each year in the United States 5% to 20% of the population gets the flu? According to the CDC, the flu vaccine is the best way to protect against the flu virus. This year, we’re giving you the chance to get a flu shot at no cost to you! Take advantage and protect yourself and the ones you love.

[INSERT DATE, TIME & LOCATION]

To sign-up for your flu shot, [INSERT SIGN UP INSTRUCTIONS]

**Email 3 – Final Reminder**

***(Send 1 week prior to event)***

**Subject: Time is Running Out! Get Your Flu Shot!**

There’s only one week left to sign-up for your free, on-site flu shot. To make sure we have enough vaccine for you, please don’t delay. Sign-up today.

Stop it before it starts. Serious complications from the flu virus can include pneumonia, ear infections, sinus infections, dehydration and worsening of chronic medical conditions like congestive heart failure, asthma and diabetes.

[INSERT DATE, TIME & LOCATION]

To sign-up for your flu shot, [INSERT SIGN UP INSTRUCTIONS]