

During the 2013-2014 school year, 100 children died from influenza in the United States. Unimmunized children have nearly a four times greater risk of being admitted to the ICU than children who are fully immunized against influenza. Forty-five percent of the influenza illness ICU admissions were in otherwise healthy children. About 1 in 10 children admitted to the ICU with flu complications died.

Influenza is a serious disease, and one that we are hoping to keep out of *our school*. During bad flu seasons, about 30 percent of school-aged children get sick. Vaccines can cut down on flu-related missed school days by up to 56 percent--but not enough children are vaccinated annually against the illness.

As a result, children sick with the flu miss about 38 million school days every year. The best way for a person to be protected against influenza is to receive a vaccine. And the best way for a community, such as *our school*, to keep influenza away is to make sure as many community members as possible receive a flu vaccine.

To make getting the flu vaccine fun and to encourage all our students to get the vaccine, we are holding a contest this year. Each student who receives a flu vaccine can submit an entry form into a drawing for prizes. The drawing will be held on [date] at a school-wide event.   
  
We need your help to make our contest and event a success. Please consider donating a gift certificate or an item appropriate for children. Because the success of the contest--and of our community immunity against flu--depends on the novelty and incentive of a prize, your donation is integral to our ability to raise awareness and generate excitement.  
  
Your donation also means a healthier community and a more successful school year for the students at *our school*. Thank you for your support!

For more information or to make a donation, please contact:  
  
[Name]

[Phone number]

[E-mail address]