



Are you **ready** for this?!

Creating an effective program teaser email



You're close to launching your program and want to spread the news about all the good that's to come. Whether you're starting a brand-new program or relaunching an existing one with Benevity, writing a great program teaser email will get your people excited about participating! Here are a few tips and templates to make it easy.

What to include:

- ✓ A quick introduction to your program
- ✓ Program launch dates (or an approximation) and what to expect
- ✓ A link to our program launch video to drive anticipation

Who should send this email:

- ✓ Your program administrator

Tips on writing your email:

- 1 Send your email 7 to 14 days before launching your new program.** This will help you build anticipation, engage key groups for support and give people time to ask questions.
- 2 Keep it simple and concise.** What motivates your employees the most? Announce your program and tell them why they should care.
- 3 Customize the template below** to highlight the unique features of your program. Get them excited about what's available.
- 4 Show them what's next.** Let them know that a welcome email is coming with everything they need to get started.

Starting a *brand-new* program? Use this email template.

Copy and paste for your own use

Subject Line

- Coming Soon: [Company name] Is Launching our New Goodness Program

Preview text

- What are you passionate about?
Let's change the world together.

Email *body*

We've been working on something new and exciting – a workplace giving and volunteering program to help support the causes you care about most. This program will make it easy for all of us at [Company name] to give, volunteer and make a bigger impact in the world.

<Add your incentives>

Stay tuned for a special program launch [day/week] [bonus/incentive] to help you give even more.

We're also planning on giving you **[\$XX] in donation currency**, so you can give to an eligible cause of your choice! (*Optional – if you've chosen to launch with seeding currency, etc.*)

You'll receive a welcome email soon with more program details. Let's change the world together!

P.S. In the meantime, watch this video to get inspired for all the Goodness to come!

<Insert short URL of hype video to cut and paste>

[Program administrator name]

[Contact information]

Please reach out to [me/program administrator name] directly at [admin@companyname.com] with any questions.

Moving from an *existing program*? Use this email template.

Copy and paste for your own use

Subject Line

- A New and Improved Goodness Program
Is Coming Soon

Preview text

- A new way to support the causes you
care about is coming soon.

Email *body*

Giving back has always been part of the culture at *[Company name]*, so we're thrilled to announce *[Program name]*, a new giving and volunteering program to help you support the causes you love!

[Program name] will make it easier for you to give, volunteer and make small changes in your life that will make a big impact.

<Add your incentives>

Stay tuned for a special program launch *[day/week]* *[bonus/incentive]* to help you give even more.
(Optional – if you've chosen to launch with seeding currency, etc.)

We're also planning on giving you *[\$XX]* in **donation currency**, so you can give to an eligible cause of your choice! (optional)

You'll receive a welcome email soon with more program details. Let's change the world together!

P.S. In the meantime, watch this video to get inspired for all the Goodness to come!

<Insert short URL of hype video to cut and paste>

[Program administrator name]

[Contact information]

Please reach out to me directly at *[admin@company.com]* with any program questions.

