



Ready, set, **launch!**

Creating an effective program launch email



It's go time! You're ready to officially launch your program and help your employees get started on their Goodness journey. Below, you'll find everything you need to write an effective program launch email that will get your people excited to do good and take action!

What to include:

- ✓ A quick introduction to your program
- ✓ Login information to access their personalized account (with instructions and URL)
- ✓ Specific details about your program (giving, volunteering, incentives, program goal, etc.)

Who should send this email:

- ✓ Ideally, a VP or executive team member at your company — more people will open the email and take action

Tips on writing your email:

1 Keep it simple and concise. Your employees should be expecting (and excited for) this first email based on your program announcement and other promotion you've done through your company channels. You've done the upfront work, so this email can be all about taking action.

2 Remind them why they are receiving this email, so they don't disregard it. Relate it back to previous announcements you've sent.

3 Prompt people to log in and start doing good. Include any special login incentives or launch-day promotion details.

If you have single sign-on (SSO) enabled, provide instructions on how they can access your program through your company's SSO provider. Test the URL with an eligible employee or ask your Benevity project team to validate the URL.

4 Customize the template below to highlight the unique features of your program. Provide a quick recap of all the great things they can do.

5 Tell them how to get support or find more information.



Starter email *template*

Copy and paste for your own use

Subject Line options

- Start Making a Difference With [Program name]
- Imagine All the Good We Can Do With [Program name]
- New Workplace Giving Program is Here!

Preview text (optional)

- Support the causes you care about and [we'll match it/earn rewards/use your \$XX in donation currency/be part of positive change.]

Email *body*

Welcome to [Program name]!

At [Company name], we're proud to support our communities and [company pillars X, Y and Z], and we're making it easier for you to support these [causes/initiatives] — as well as the causes you care about personally. And now you're just a click away from doing some good on your own terms!

<Encourage them to log in and spend their donation currency>

Get started in doing good!

We have added [\$XX] to your personalized Giving Account, which you can use to make your first donation. Log in to view your account and take advantage of our special launch promotion. But don't wait — the funds will expire in [X] days! Log in to view your account and find a cause (of over [x] worthy causes) to donate to.

<Explain how to activate account>

How to activate your account

Log in to your [Program name] account at [https://\[companyname\].benevity.org/user/login](https://[companyname].benevity.org/user/login)

Using single sign-on the same way you log into our other systems

Or

You'll be receiving another email from Benevity, our platform provider, with your username and login information

<Program benefits>

What you can do with [Program name]:

- **Donate** and get a tax receipt to vetted causes
- **Double your impact** with an automatic company match on donations to [X] eligible causes
- **Volunteer** and earn volunteer rewards you can donate to eligible causes
- **Connect and learn** about causes and ways to take action in your community
- **Create** your own fundraising and volunteering events
- **Set up** one-time or recurring donations to be deducted from your paycheck or credit card
- **Take action** with Missions activities, which are small, everyday actions that make a big impact
- **Give charitable gift cards** to your friends and family
- **Get mobile** and use the Benevity app to donate, log volunteer hours and track positive actions

So, go ahead – do a little good toward the causes that mean the most to you, in any way that matters to you and stay tuned for more exciting program news, campaigns and opportunities. Thanks for helping to change the world!

[VP/senior executive name]

[Contact information]

If you need support, click the **Help** section at the top right of the program screen for FAQs and contact information. You can also reach [me/program administrator name] directly at [\[admin@company.com\]](mailto:admin@company.com) with any program questions.