

Keep the **Momentum** Going!

Providing an effective program launch update

After you've launched your program, give it extra momentum by emailing your people a mid-campaign update. This reminder can encourage employees to participate and to use their seeding currency — giving your program a further boost to success.

On the next page, we've included an email template that you can use. Or, if you'd prefer to write your own, here are some tips:

- Remind people of your program launch, including the campaign goal.
- Encourage them to log in and use the seeded money in their Giving Accounts.
- Include the deadline.
- Have your program administrator email this reminder to your people.



Program Update Email Template



Copy and paste for your own use:

Subject line options

Keep the Goodness Going With **[Program name]**

We're Doing a Lot of Good With **[Program name]**

Preview text (optional)

Have you used the **[\$XX]** in donation currency in your Giving Account? Log in by **[Date]**.

Email body

Hi **[team/name you use for employees]**,

We've done a lot of good in just a few weeks!

Over **[X]** of you have logged in to your Giving Account, and **[X]** of you have already used the **[\$XX]** in donation currency to give to a cause that's important to you.

If you haven't logged in or donated yet, there's still time. Use the **[\$XX]** in donation currency before it expires on **[Date]** to support a nonprofit you're passionate about. It takes little time or effort to make a big impact!

Imagine all the good that we can do as a team. Keep up the amazing work and let's reach our goal of **[donation currency used, \$ raised, volunteer hours, etc.]** together!

<CTA option>

Don't forget to use your donation currency by [Date]

Log in to your **[Program name]** account at **[companyname].benevity.org/user/login**.

Questions? Please reach out to me directly at **[admin@company.com]**.

[Program administrator name]

[Contact information]