1. **Pre-launch email (optional for use ahead of launch)**

**Subject line: Coming soon – Germ defense**

You can’t see the microscopic germs that cause a cold or the flu. However, the effects of these germs are not always just a minor inconvenience. Many people are hit hard by colds and flus, and in some cases, it can evolve into a serious illness.

That’s why we’re launching an employee wellness campaign, *Germ defense*, which includes a lot of great information about taking care of yourself during cold and flu season. By participating in this three-week campaign, you’ll learn:

* How to stay healthy and informed about colds and flus during peak season
* How the flu spreads
* How you can take action against colds and the flu

*Germ defense* will kick off on [date]. Look for more information, coming next week.

Thank you.

1. **Kick-off email (Week 1, Monday morning)**

**Subject line: Get started – Germ defense**

**Attachments (2): Know the difference between colds and the flu; Five common questions about cold and flu season**

You’re invited to join our three-week wellness campaign, *Germ defense*, which kicks off today.

This week, we’ll start with understanding basic facts about colds and flus and answer five common questions about cold and flu season. To learn more, read the attached articles.

By practicing good health and prevention habits, you can keep yourself, loved ones, friends and co-workers safe. Keep an eye out for more educational materials about colds and the flu, coming next week.

Thank you.

1. **Week 2 email (Monday morning)**

**Subject line: Week 2 – Germ defense**

**Attachments (2): When and why the flu spreads so fast; Knowing what to do – and not to do – about the flu**

Welcome to the second week of our three-week wellness campaign, *Germ defense*.

This week, you’ll learn when and why the flu spreads so fast and ten common myths and misconceptions about the flu. To learn more, read the attached article and flyer.

Remember, by practicing good health and prevention habits, you can keep yourself, loved ones, friends and co-workers safe. Keep an eye out for more educational materials about colds and the flu, coming next week.

Thank you.

1. **Week 3 email (Monday morning)**

**Subject line: Week 3 – Germ defense**

**Attachments (1): Reliable steps for staying on your feet**

Welcome to the third and final week of our wellness campaign, *Germ defense*.

This week, we’ll end our wellness campaign with learning about best practices to stay healthy and steps you can take to feel better faster when you have a cold or the flu. To learn more, read the attached flyer.

Thank you for participating in *Germ defense*. Remember, by practicing good health and prevention habits, you can keep yourself, loved ones, friends and co-workers safe.

1. **Follow up email (use week after campaign end)**

**Subject line: We want your feedback – Germ defense**

**Attachments (1): Employee evaluation**

Thank you for participating in our month-long wellness campaign, *Germ defense*.

Please take a few moments to complete the brief survey, attached, to tell us your thoughts about the campaign. Your opinion is very important to us.