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

**Subject line: Coming soon – Give your heart some love**

Did you know that your heart needs care to stay healthy and strong so you can enjoy everyday activities to the fullest?

In celebration of Heart Health month, we’re launching an employee wellness campaign, *Give your heart some love*. By participating in this four-week campaign, you’ll learn:

* The risk factors and consequences of heart disease
* What makes a heart healthy
* The role weight plays in your heart health
* How to make positive lifestyle changes for a healthy heart

*Give your heart some love* 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 – Give your heart some love**

**Attachments (2): Give your heart some love; Employee challenge**

You’re invited to join our month-long wellness campaign, *Give your heart some love*, which kicks off today.

This week, we’re learning about the risk factors of heart disease. To learn more, read the attached article.

You’ll also have the chance to participate in an employee challenge, “The healthy heart challenge.” Starting today, this challenge is a four-week program that invites you to put the new information and skills you’re learning about heart health into action. [By participating all four weeks, you’ll have a chance to win {insert prizes, if any, here} at the end of the campaign.] Throughout the month, challenge yourself to adopt five heart healthy activities to engage in and keep track of your participation and progress to stay on target. Remember – nothing happens overnight. This challenge is all about finding ways to incorporate healthy lifestyle changes into your daily and weekly routines. Here are some tips for completing the challenge:

* Set realistic goals for yourself as you adopt new, healthy behaviors
* Try tackling one habit at a time, as opposed to all at once
* If you need support, you can ask your family or friends to keep you on track

If you are good to your heart, it will reward you for a long time to come. Keep an eye out for more educational materials about heart health, coming next week.

Thank you.

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

**Subject line: Week 2 – Give your heart some love**

**Attachments (1): Know what’s in your heart**

Welcome to the second week of our month-long wellness campaign, *Give your heart some love*.

Despite its incredible strength, the heart can get sick, just like any other organ in the body. You can help keep your heart strong with good habits. This week, we’re looking at heart disease. To learn more, read the attached flyer.

If you’re participating in our four-week employee challenge, “The healthy heart challenge,” be sure you’re tracking your progress in the challenge form sent during the first week of the wellness campaign. [By participating all four weeks, you’ll have a chance to win {insert prizes, if any, here} at the end of the campaign.] Throughout the month, challenge yourself to adopt five heart healthy activities to engage in and keep track of your participation and progress to stay on target. Remember – nothing happens overnight. This challenge is all about finding ways to incorporate healthy lifestyle changes into your daily and weekly routines. Here are some tips for completing the challenge:

* Set realistic goals for yourself as you adopt new, healthy behaviors
* Try tackling one habit at a time, as opposed to all at once
* If you need support, you can ask your family or friends to keep you on track

Remember, if you are good to your heart, it will reward you for a long time to come. Keep an eye out for more educational materials about heart health, coming next week.

Thank you.

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

**Subject line: Week 3 – Give your heart some love**

**Attachments (2): Cholesterol and blood pressure; Don’t weigh down your heart**

Welcome to the third week of our month-long wellness campaign, *Give your heart some love*.

This week, we’ll learn how high cholesterol and blood pressure and obesity can contribute to heart disease. Check out some fast facts below:

* People with high cholesterol are at markedly increased risk for heart disease and stroke
* Though your body needs cholesterol, too much cholesterol can lead to build up on the walls of your arteries
* Exercising, eating a healthy diet and cutting back on smoking will help you prevent high cholesterol and even reduce your cholesterol levels
* High cholesterol typically has no symptoms so many people don’t know their cholesterol is too high
* High blood pressure increases the heart’s workload, causing the heart muscle to thicken and become stiffer, which can prevent the heart from working properly and lead to artery blockages, heart disease and even stroke

To learn more, read the attached article and flyer.

If you’re participating in our four-week employee challenge, “The healthy heart challenge,” be sure you’re tracking your progress in the challenge form sent during the first week of the wellness campaign. [By participating all four weeks, you’ll have a chance to win {insert prizes, if any, here} at the end of the campaign.] Throughout the month, challenge yourself to adopt five heart healthy activities to engage in and keep track of your participation and progress to stay on target. Remember – nothing happens overnight. This challenge is all about finding ways to incorporate healthy lifestyle changes into your daily and weekly routines. Here are some tips for completing the challenge:

* Set realistic goals for yourself as you adopt new, healthy behaviors
* Try tackling one habit at a time, as opposed to all at once
* If you need support, you can ask your family or friends to keep you on track

Remember, if you are good to your heart, it will reward you for a long time to come. Keep an eye out for more educational materials about heart health, coming next week.

Thank you.

1. **Week 4 email (Monday morning)**

**Subject line: Week 4 – Give your heart some love**

**Attachments (2): If your heart needs extra support; The strong beat of your heart**

Welcome to the fourth and final week of our month-long wellness campaign, *Give your heart some love*.

This week, we’ll end our wellness campaign with options to explore if your heart needs extra support and seven positive lifestyle changes to make for a healthier heart. To learn more, read the attached flyers.

If you’re participating in our four-week employee challenge, “The healthy heart challenge,” be sure you’re tracking your progress in the challenge form sent during the first week of the wellness campaign. [By participating all four weeks, you’ll have a chance to win {insert prizes, if any, here} at the end of the campaign.] At the end of the week, please turn in your completed employee challenge form to [name]. Finish strong!

Thank you for participating in *Give your heart some love*. Remember, if you are good to your heart, it will reward you for a long time to come.

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

**Subject line: We want your feedback – Give your heart some love**

**Attachments (1): Employee evaluation**

Thank you for participating in our month-long wellness campaign, *Give your heart some love*.

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.