1. **Pre-launch email (send one week ahead of launch)**

**Subject line: Coming soon – Pursuing a life of well-being**

Well-being means has different meanings to different people. There is no single definition that works for everyone. Whether it’s occupational, social, financial, emotional, physical or environmental, well-being is an important part of our daily lives. When you’re satisfied with your life, you can positively influence others around you, as well.

That’s why we’re launching an employee wellness campaign, *Pursuing a life of well-being*. By participating in this four-week campaign, you’ll learn:

* What your vision of well-being is
* How to plan for success in goal attainment
* How to create a supportive environment for well-being
* How to learn from mistakes along your path to well-being

*Pursuing a life of well-being* 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 – Pursuing a life of well-being**

**Attachments (4): What’s important to you? How satisfied are you with your life?; Getting started on the road to well-being; Employee challenge**

You’re invited to join our month-long wellness campaign, *Pursuing a life of well-being*, which kicks off today.

This week, we’ll be establishing your vision of well-being. By defining what’s most important to you, the path to achieving your well-being goals will be more clear. To learn more, read the attached handout and flyer.

You’ll also have the chance to participate in an employee challenge, “Take steps to improve your well-being.” Starting today, this challenge is a four-week program that invites you to put the new information and skills you’re learning about personal development and well-being 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.] Before you get started with the challenge, be sure to complete the “Wheel of life” activity in the attached flyer, “What’s important to you? How satisfied are you with your life?” to identify an area of your life to focus on.

When you’re satisfied with your life, you can positively influence others, as well. Keep an eye out for more educational materials about well-being, coming next week.

Thank you.

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

**Subject line: Week 2 – Increasing awareness about mental health**

**Attachments (2): Rewards as motivators; Goal setting for success**

Welcome to the second week of our month-long wellness campaign, *Pursuing a life of well-being*.

This week, you’ll be planning for success in goal attainment. You’ll learn how to set achievable goals and use rewards as motivators. To learn more, read the attached handout and flyer.

If you’re participating in our four-week employee challenge, “Take steps to improve your well-being,” 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.] Before you get started with the challenge, be sure to complete the “Wheel of life” activity in the lifestyle flyer sent last week, “What’s important to you? How satisfied are you with your life?” to identify an area of your life to focus on.

Remember, when you’re satisfied with your life, you can positively influence others, as well. Keep an eye out for more educational materials about well-being, coming next week.

Thank you.

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

**Subject line: Week 3 – Pursuing a life of well-being**

**Attachments (2): Help from others; “buddy system”; Ways to avoid triggers and get the result you want**

Welcome to the third week of our month-long wellness campaign, *Pursuing a life of well-being*.

This week, we’ll review how to create a supporting environment for well-being. You’ll learn about avoiding triggers / setbacks to get the results you want and how to ask others for help achieving your well-being goals. To learn more, read the attached handout and flyer.

If you’re participating in our four-week employee challenge, “Take steps to improve your well-being,” 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.] Before you get started with the challenge, be sure to complete the “Wheel of life” activity in the lifestyle flyer sent last week, “What’s important to you? How satisfied are you with your life?” to identify an area of your life to focus on.

Remember, when you’re satisfied with your life, you can positively influence others, as well. Keep an eye out for more educational materials about well-being, coming next week.

Thank you.

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

**Subject line: Week 4 – Pursuing a life of well-being**

**Attachments (2): Dealing with and learning from slips/setbacks; Using slips as learning opportunities**

Welcome to the fourth and final week of our month-long wellness campaign, *Pursuing a life of well-being*.

This week, we’ll end our wellness campaign with how to recover if you get off track in your journey to well-being and how to use those slip-ups as learning opportunities. For more information, read the attached handout and flyer.

If you’re participating in our four-week employee challenge, “Take steps to improvce your well-being,” 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 *Pursuing a life of well-being*. Remember, when you’re satisfied with your life, you can positively influence others, as well.

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

**Subject line: We want your feedback – Pursuing a life of well-being**

**Attachments (1): Employee evaluation**

Thank you for participating in our month-long wellness campaign, *Pursuing a life of well-being*.

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.