**Text

Description automatically generated**

**How to Use:**

Simply copy the text below and paste into an email (such as Outlook) to send to your members to promote your incentive program.

In the text areas colored in red, please delete and add any customized information of your program such as incentive structure, rewards offered, and contact information.

**Email Template #1: Introduction to the Program**

**A picture containing indoor, person

Description automatically generated**

Subject Line: Exciting news! Earn [reward] for your Wellbeats *Wellness* activity

Introducing the Wellbeats *Wellness* [Name of Incentive Program]

Don't miss out on this opportunity to earn [reward] by participating in Wellbeats *Wellness*! Complete the activities below to reach the goal of [XX] points by [deadline].

|  |  |  |  |
| --- | --- | --- | --- |
| Activity | Point Value | Frequency | Max Reward |
| Enroll or log in to Wellbeats | [X] points | [Once] | [X] points |
| Complete “About Me” Questions | [X] points | [Once] | [X] points |
| Complete [X] Classes | [X] points | [Monthly/Quarterly] | [X] points |
| Complete [X] Class Play Minutes | [X] points | [Monthly/Quarterly] | [X] points |
| Complete a Program | [X] points | [Quarterly] | [X] points |

With Wellbeats *Wellness*, there is something for everyone - with class types ranging from fitness, nutrition, *and* mindfulness.

New to Wellbeats *Wellness*? Get started today! [Access information]

**Email Template #2: Reminder of the Program**

**A picture containing indoor, person

Description automatically generated**

Subject Line: Don’t forget: earn [reward] when you use Wellbeats *Wellness*!

Did you knowthat you can earn [reward] by participating in Wellbeats *Wellness*? Wellbeats *Wellness* is your free virtual wellness offering with over 1,200 fitness, nutrition, and mindfulness classes for all ages, levels, abilities, and interests.

Complete the activities below to reach the goal of [XX] points by [deadline] to earn [reward].

|  |  |  |  |
| --- | --- | --- | --- |
| Activity | Point Value | Frequency | Max Reward |
| Enroll or log in to Wellbeats | [X] points | [Once] | [X] points |
| Complete “About Me” Questions | [X] points | [Once] | [X] points |
| Complete [X] Classes | [X] points | [Monthly/Quarterly] | [X] points |
| Complete [X] Class Play Minutes | [X] points | [Monthly/Quarterly] | [X] points |
| Complete a Program | [X] points | [Quarterly] | [X] points |

With Wellbeats *Wellness*, there is something for everyone - with class types ranging from fitness, nutrition, *and* mindfulness.

New to Wellbeats *Wellness*? Get started today! [Access information]

**Email Template #3: Reward Earned**

**A picture containing indoor, person

Description automatically generated**

Subject Line: Way to go! You earned [reward]

Congratulations! Due to your hard work and dedication to wellbeing, you met your incentive plan goals. Now comes the fun part—your reward!

[Instructions for how to redeem rewards or details for reward fulfillment and timing]

Keep the momentum going by connecting with your fellow Wellbeats *Wellness* members and play classes together—no matter where you are. In your Wellbeats *Wellness* account, schedule a fitness, nutrition, or mindfulness class and invite other Wellbeats *Wellness* members to join you. Play a class, celebrate progress, and chat in real-time for some extra motivation and fun!