**Sample Launch Email to Employees**

Subject: Accessing your new financial wellness benefit from [Company], SUM180

Your [Company] wellness benefits include an annual subscription to SUM180, an online financial wellness service that delivers a financial plan so powerfully simple that you are immediately ready to take action toward financial freedom!

Here is the link to access your subscription. https://www.sum180.com/[Company].aspx. Your “unique employee code” is your Date of Birth in MMDDYY format (with no dashes or slashes) [or other code].

From the moment you access this link, you will be in a secure and totally confidential web environment where no one in the company will know anything about your personal finances. Reporting to [Company] will only be at the aggregate level, and will never contain any of your specific details including whether you’ve used the system. Please explore these links If you have any questions about the [privacy](https://www.sum180.com/Public/PrivacyPolicy.aspx) or [security](https://www.sum180.com/Public/SecurityPolicy.aspx) of your information.

Here’s what we ask that you do with your SUM180 subscription:

1. Complete this brief survey before you start http://www.surveygizmo.com/[Company]/SUM180-Pre-Survey
2. Access the above link and engage with SUM180, use the “help” and chat features any time you need them, and explore the [community](https://community.sum180.com/welcome/) at your leisure
3. Check in by [three-month mark] and track your progress
4. Do a full update at around 6 months, and complete the survey again (you’ll be prompted by email confidentially from SUM180) so that SUM180 can provide us some aggregated data about this wellness program we are making available to you.

We hope you’ll enjoy starting where you are and letting SUM180 help you build a plan.

From:

[Company] representative



Logo to use at your discretion