**Sample Launch Email to Employees**

Subject: Accessing Sum180, your new financial wellness benefit from [Company]

Your [Company] wellness benefits include an annual subscription to Sum180, a financial wellness app that is focused on your financial journey and no one else’s. There’s no scoring. No lectures. Sum180 knows that your journey starts wherever *you* are and moves step by step toward *your* goals.

To access your subscription, please follow these steps:

1. Download the Sum180 app for your [Android](https://play.google.com/store/apps/details?id=pk.sum180) or [iPhone](https://itunes.apple.com/us/app/sum180-financial-success/id1257647648)
2. When prompted, enter your Access Code: [Code]

That’s it! From the moment you access the app, you will be in a secure and totally confidential environment where no one in the company will know anything about your personal finances. Reporting to [Company] will only be at the summary 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://app.sum180.com/Public/PrivacyPolicy.aspx) or [security](https://app.sum180.com/Public/SecurityPolicy.aspx) of your information.

Here’s what we ask that you do with your Sum180 subscription:

1. Explore your Daily Kickstart. Get a budget in seconds. Check out new tips every week.
2. “Ask a question” any time you need to.
3. Schedule a Chat with a Coach if you want to dig into a question with a 15 minute one-on-one.
4. Select Get My Next Steps to get your personalized, individualized insights. Come back after 3 months to report on how you’re doing with those Steps.

We hope you’ll enjoy starting where you are and getting the tools you need to take control of your money.

From:

[Company] representative



Logo to use at your discretion