



AVIDON HEALTH

EMPLOYEE COMMUNICATIONS TOOLKIT

Program Launch and Engagement Email Templates

Fill-in-the-blank messages to announce, launch, and sustain your Avidon Health wellness program, from 30 days before launch through 90 days after and beyond.

2027 Edition



How to Use This Toolkit

Each template is ready to copy into your email system. Replace everything in a highlighted [bracket] with your own information. Pick the subject line that fits your culture, or mix and match.

Suggested Rollout Schedule

#	Timing	Message	Sender
1.1	30 days before launch	Save the Date: Something New Is Coming	HR or Benefits
1.2	14 days before launch	Sneak Peek: See What You Will Get	HR or Benefits
1.3	7 days before launch	One Week to Go	HR or Benefits
1.4	1 day before launch	Tomorrow Is the Day	HR or Benefits
2.1	Launch day	Launch Day: Message from Leadership	CEO, executive sponsor, or HR leader
2.2	Launch day (same day, a few hours after 2.1)	Launch Day: How to Register	HR or Benefits
2.3	Launch + 3 days	Three Things to Try in Five Minutes	HR or Benefits
2.4	Launch + 7 days	Have You Registered Yet?	HR or Benefits
2.5	Launch + 14 days	Join Our First Challenge	HR or Benefits
3.1	Launch + 30 days	One Month In	HR or Benefits
3.2	Launch + 45 days	Quick Quiz and Next Challenge	HR or Benefits
3.3	Launch + 60 days	Two Months In: New Content and Challenges	HR or Benefits
3.4	Launch + 90 days	Quarter Wrap-Up and Reset	HR or Benefits
3.5	Any time; good for quarterly resends to non-active users	We Miss You (Anytime Re-Engagement)	HR or Benefits

Tips for Better Results

- **Send from a person, not a department.** Employees open email from leaders and HR contacts they know.
- **Keep it short.** One message, one action. Link to the portal every time.
- **Time it right.** Mid-week mornings usually work best. Avoid sending during peak workload periods.
- **Use more than email.** Repeat the message in team meetings, intranet posts, break rooms, and chat channels (see 6.3).



- **Get leaders involved.** A personal note from an executive who has registered is the strongest message you can send.
- **Track and adjust.** Check registration numbers weekly during launch and share progress in the 30-day email.

Fill-In Guide

Placeholder	What to enter
[Company Name]	Your organization's name
[Program Name]	The name you use for your wellness program (for example, "[Company] Wellness")
[Launch Date]	Date registration opens
[Portal URL]	Your program's registration and login link
[First Name]	Merge field for the employee's first name
[Sender Name / Title]	The person the email comes from
[HR Contact Name / Email]	Your internal contact for questions
[Support Email / Phone]	Avidon Health support contact for registration and login help
[Challenge Name / Date]	Current or upcoming challenge details (see the 2027 challenge calendar)
[Demo Video Link]	Link to the Avidon Health portal demo
[Survey / Quiz Link]	Links to your anonymous interest survey or quiz

Before you send: Confirm eligibility wording, privacy language, and feature descriptions match your program configuration. Feature counts reflect the standard Avidon Health platform and may vary by program. Your Avidon Health client success manager can help.



Phase 1: Pre-Launch

Build awareness and anticipation. Goal: employees know what is coming, why it matters, and what to do on day one.

1.1 Save the Date: Something New Is Coming

SEND: 30 days before launch

FROM: HR or Benefits

GOAL: Create awareness

Subject line options

- A. Something new for your well-being is coming to [Company Name]
- B. Save the date: [Program Name] launches [Launch Date]
- C. [First Name], a new benefit is on the way

Message

Hi [First Name],

At [Company Name], we want you to feel your best at work and at home. That is why we are launching [Program Name], a confidential wellness program powered by Avidon Health, on [Launch Date].

It is [free to you / included in your benefits] and open to [all eligible employees / employees and covered spouses].

Here is a preview of what you will have at your fingertips:

- **Health Age Predictor:** find out your "health age," see how to lower it, and track your progress
- **40+ courses** designed to help you feel your best, from stress and sleep to nutrition and weight management
- **Library** with 700+ articles, videos, and resources
- **12+ health trackers** that connect to 300+ apps and devices
- **Monthly challenges:** fun, multi-week events with your colleagues

What to do now: Mark [Launch Date] on your calendar. You will get an email with your registration link on that day.

Questions? Contact [HR Contact Name] at [HR Contact Email].

Best,

[Sender Name]

[Sender Title], [Company Name]



1.2 Sneak Peek: See What You Will Get

SEND: 14 days before launch

FROM: HR or Benefits

GOAL: Build excitement with a demo

Subject line options

- A. Sneak peek: your new wellness portal
- B. Watch this 2-minute demo of [Program Name]
- C. What is a "health age"? Find out on [Launch Date]

Message

Hi [First Name],

[Program Name] launches in two weeks, and we wanted to give you an early look.

Watch this short demo from our portal provider, Avidon Health: [Demo Video Link]

In under [2] minutes you will see how to:

- Get your personalized wellness dashboard
- Take the Health Age Predictor and set a goal
- Join a challenge and track your progress

Your new portal has digital tools for your mental, physical, and financial well-being, all in one place.

Mark your calendar: [Launch Date]

Best,

[Sender Name]

[Sender Title], [Company Name]

1.3 One Week to Go

SEND: 7 days before launch

FROM: HR or Benefits

GOAL: Prepare employees to register

Subject line options

- A. One week until [Program Name] opens
- B. Get ready: registration opens [Launch Date]
- C. Your wellness portal opens in 7 days

Message

Hi [First Name],

One week from today, [Program Name] opens for you.

Here is how to get ready:



1. Look for the registration email from [Sender Email Address] on [Launch Date]. Check your spam folder if you do not see it.
2. Have your [work email / employee ID] handy.
3. Bookmark the portal: [Portal URL]
4. [Optional: Join us at the kickoff event on [Event Date, Time, Location / Link].]

Registration takes about [3] minutes.

PS: The portal address is [new / unchanged]. Be sure to bookmark it.

Best,

[Sender Name]

[Sender Title], [Company Name]

1.4 Tomorrow Is the Day

SEND: 1 day before launch

FROM: HR or Benefits

GOAL: Final reminder

Subject line options

- A. Tomorrow: [Program Name] opens
- B. Your wellness portal opens tomorrow
- C. Ready? [Program Name] starts tomorrow

Message

Hi [First Name],

[Program Name] opens tomorrow, [Launch Date]. Watch your inbox for your personal registration link.

A quick reminder of what is waiting for you: a Health Age Predictor, 40+ courses, a library of 700+ resources, health trackers, and monthly challenges.

See you inside,

[Sender Name]



Phase 2: Launch

Drive registration in the first two weeks. Goal: get employees registered and taking one small first action.

2.1 Launch Day: Message from Leadership

SEND: Launch day

FROM: CEO, executive sponsor, or HR leader

GOAL: Show leadership support

Subject line options

- A. [Program Name] is here, and I am joining you
- B. A message from [Executive Name] about your well-being
- C. Your well-being matters to us. Here is a new way to act on it.

Message

Hi [First Name],

Our people are the reason [Company Name] succeeds. Today we are launching [Program Name] to support your health and well-being, on your terms and at your pace.

I have [already registered / will be registering today], and I encourage you to do the same. [Optional: personal sentence, such as "I am starting with the Health Age Predictor."]

The program is confidential, [free to you], and available whenever you need it.

Register now: [Portal URL]

Thank you for everything you do.

[Executive Name]

[Executive Title], [Company Name]

2.2 Launch Day: How to Register

SEND: Launch day (same day, a few hours after 2.1)

FROM: HR or Benefits

GOAL: Convert interest to registration

Subject line options

- A. [Program Name] is live. Register in 3 minutes
- B. Your personal wellness portal is ready
- C. Register now and explore your new wellness benefit

Message

Hi [First Name],



[Program Name] is now open, powered by Avidon Health and tailored just for you.

Register now: [Portal URL]

Once you are in, you can:

- **Health Age Predictor:** find out your "health age," see how to lower it, and track your progress
- **40+ courses** designed to help you feel your best, from stress and sleep to nutrition and weight management
- **Library** with 700+ articles, videos, and resources
- **12+ health trackers** that connect to 300+ apps and devices
- **Monthly challenges:** fun, multi-week events with your colleagues

Need help? The Avidon Health support team can help with registration or login. Contact [Support Email / Phone].

Your privacy matters. Your answers and activity are confidential, and [Company Name] never sees your individual information.

Best,

[Sender Name]

[Sender Title], [Company Name]

2.3 Three Things to Try in Five Minutes

SEND: Launch + 3 days

FROM: HR or Benefits

GOAL: Move registrants to a first action

Subject line options

- A. 3 things to try in your new wellness portal (5 minutes)
- B. Your first five minutes in [Program Name]
- C. Where to start in [Program Name]

Message

Hi [First Name],

If you have registered for [Program Name], welcome. Not sure where to start? Try one of these:

1. **Find your health age.** Answer a few quick questions and see where you stand.
2. **Pick one course.** Choose a topic that matters to you right now, such as stress, sleep, or nutrition.
3. **Connect a device or app.** Sync your steps, sleep, or workouts to see your progress.



Not registered yet? It only takes a minute: [Portal URL]

Best,

[Sender Name]

[Sender Title], [Company Name]

2.4 Have You Registered Yet?

SEND: Launch + 7 days

FROM: HR or Benefits

GOAL: Recover non-registrants

Subject line options

- A. Your wellness benefit is waiting, [First Name]
- B. Have you registered for [Program Name]?
- C. Last week's launch: join [Number] of your colleagues

Message

Hi [First Name],

[Number or Percent] of your colleagues have already registered for [Program Name].
If you have not yet, it is not too late.

Register now: [Portal URL]

It takes about [3] minutes, and you can explore at your own pace.

Here is what some colleagues are trying first: [Optional: popular course, challenge, or tracker].

Best,

[Sender Name]

[Sender Title], [Company Name]

2.5 Join Our First Challenge

SEND: Launch + 14 days

FROM: HR or Benefits

GOAL: Drive first challenge sign-ups

Subject line options

- A. Ready for some fun? Our first challenge starts [Date]
- B. Join the [Challenge Name] challenge
- C. Challenge your colleagues: [Challenge Name] starts [Date]

Message

Hi [First Name],



Ready for something fun? Our first wellness challenge, **[Challenge Name]**, starts on **[Day, Date]**.

[One or two sentences about the challenge and what participants will do.]

It runs for [Number] weeks, and you can join your colleagues for support and friendly motivation.

Register on the Challenges page: [Portal URL]

Want to try something else? Take this short questionnaire to be guided to your own Care Path: [Questionnaire Link]. Your answers are confidential, and [Company Name] will not see them.

Best,

[Sender Name]

[Sender Title], [Company Name]



Phase 3: Sustain and Re-Engage

Keep the program in front of employees. Goal: turn one-time registrants into regular users.

3.1 One Month In

SEND: Launch + 30 days

FROM: HR or Benefits

GOAL: Celebrate progress, renew momentum

Subject line options

- A. One month in: here is what your colleagues are doing
- B. Thank you for making [Program Name] a success
- C. [First Name], what is your next step?

Message

Hi [First Name],

It has been one month since [Program Name] launched. Thank you to everyone who has joined.

Highlights so far:

- [Number] employees registered
- [Number] challenge participants
- Most popular course: [Course Name]

If you have been meaning to start, now is a great time. If you are already in, try something new: [Suggested next step, such as a course, tracker, or upcoming challenge].

Log in: [Portal URL]

Best,

[Sender Name]

[Sender Title], [Company Name]

3.2 Quick Quiz and Next Challenge

SEND: Launch + 45 days

FROM: HR or Benefits

GOAL: Low-effort engagement for non-participants

Subject line options

- A. Quick quiz: how much do you know about [Topic]?
- B. Think you know [Topic]? Test yourself
- C. A fun two-minute quiz for you



Message

Hi [First Name],

[Hook sentence about the quiz topic, such as "Even most doctors are surprised by the answers to this two-question calorie quiz."]

Take the quiz: [Quiz Link]

Also, our next challenge, [Challenge Name], starts on [Day, Date]. [One sentence description.]

Register now: [Portal URL]

Best,

[Sender Name]

[Sender Title], [Company Name]

3.3 Two Months In: New Content and Challenges

SEND: Launch + 60 days

FROM: HR or Benefits

GOAL: Highlight new content, re-engage

Subject line options

- A. New in your wellness portal this month
- B. Two months in: what is new at [Program Name]
- C. Something new to try, [First Name]

Message

Hi [First Name],

Here is what is new in [Program Name]:

- **New challenge:** [Challenge Name], starting [Date]
- **New content:** [Course or article highlights]
- **Coming soon:** [Next feature or event]

Not logged in lately? Pick up where you left off, or start fresh with a [short course / quick tracker].

Log in: [Portal URL]

Best,

[Sender Name]

[Sender Title], [Company Name]



3.4 Quarter Wrap-Up and Reset

SEND: Launch + 90 days

FROM: HR or Benefits

GOAL: Reinforce habits, set next goals

Subject line options

- A. 90 days in: how are you doing?
- B. Your 90-day check-in
- C. What is your next health goal?

Message

Hi [First Name],

It has been 90 days since [Program Name] launched. Whether you have logged in once or every week, this is a good moment to check in with yourself.

Ask yourself: What is one small habit I want to build in the next 30 days?

Your portal can help. Retake the Health Age Predictor to see how far you have come, or choose a course that supports your next goal.

Log in: [Portal URL]

Thank you for taking care of yourself, and each other.

Best,

[Sender Name]

[Sender Title], [Company Name]

3.5 We Miss You (Anytime Re-Engagement)

SEND: Any time; good for quarterly resends to non-active users

FROM: HR or Benefits

GOAL: Bring back inactive users

Subject line options

- A. It is not too late to start, [First Name]
- B. Your wellness portal is still here for you
- C. New things to explore in [Program Name]

Message

Hi [First Name],

Life gets busy. Your wellness benefit is still here whenever you are ready, and there is plenty that is new.

- [New feature, course, or challenge]
- [New feature, course, or challenge]
- [Upcoming event or deadline]



Five minutes is enough to start. Pick one thing and see how it feels.

Log in or register: [Portal URL]

Best,

[Sender Name]

[Sender Title], [Company Name]



Automated Messages

Set these up once in the platform. They send automatically based on member activity. Tone is brief and friendly.

4.1 New Member Invitation

SEND: Trigger: a new member is added through the eligibility file

FROM: Avidon Health support team

GOAL: Invite new eligible members to register

Subject line options

- A. You now have access to [Program Name]
- B. Your wellness portal invitation from [Company Name]
- C. Welcome to [Program Name]: register now

Message

Hi from the Avidon Health support team.

You now have access to the [Program Name] wellness portal, powered by Avidon Health and tailored just for you. Please register and explore the resources at your fingertips for mental health, weight management, nutrition, exercise, sleep, and more.

- **Health Age Predictor:** find out your "health age," see how to lower it, and track your progress
- **40+ courses** designed to help you feel your best, from stress and sleep to nutrition and weight management
- **Library** with 700+ articles, videos, and resources
- **12+ health trackers** that connect to 300+ apps and devices
- **Monthly challenges:** fun, multi-week events with your colleagues

Register now: [Portal URL]

PS: Please also complete this anonymous one-minute survey to help us understand our workforce's current health interests: [Survey Link]. Thank you!

4.2 Registration Reminder

SEND: Trigger: invited but not registered after [7] days

FROM: Avidon Health support team

GOAL: Convert invitees to registrants

Subject line options

- A. Your invitation to [Program Name] is still open
- B. Reminder: finish registering for [Program Name]

Message

Hi from the Avidon Health support team.



You have been invited to [Program Name], but you have not registered yet. It only takes a few minutes.

Register now: [Portal URL]

Need help? Contact us at [Support Email].

4.3 Login Reminder

SEND: Trigger: registered member has not logged in for [10] days

FROM: Aidon Health support team

GOAL: Prompt return visits

Subject line options

- A. Do not forget your wellness resources
- B. New content is waiting in your portal

Message

Do not forget to take advantage of all the useful wellness resources in your portal.

Explore the latest content at [Portal URL].

4.4 Challenge Completion Congratulations

SEND: Trigger: member completes a challenge

FROM: Aidon Health support team

GOAL: Reinforce success and suggest next step

Subject line options

- A. You did it! Congratulations on finishing [Challenge Name]
- B. Challenge complete: what is next?

Message

Congratulations, [First Name]! You completed [Challenge Name].

Small steps add up to lasting change, and you just proved it.

Ready for your next step? Browse upcoming challenges and courses: [Portal URL]



Recurring Monthly Messages

Reusable formats for the monthly challenge cadence. Replace the bracketed items each month. See the suggested challenge calendar at the end.

5.1 Challenge Announcement

SEND: 5 to 7 days before each challenge starts

FROM: HR or Benefits

GOAL: Drive challenge sign-ups

Subject line options

- A. Next week: [Challenge Name]
- B. Join [Challenge Name] starting [Date]
- C. [Month] challenge: [Challenge Name]

Message

Hi [First Name],

Get ready! Next [Day], [Date], we are launching [Challenge Name].

[Two sentences: what the challenge helps with and what participants will do.]

Length: [Number] weeks | **Time commitment:** about [Number] minutes a day

Register now: [Portal URL]

Best,

[Sender Name]

[Sender Title], [Company Name]

5.2 Mid-Challenge Boost

SEND: Halfway through the challenge

FROM: HR or Benefits

GOAL: Keep participants engaged and recruit late joiners

Subject line options

- A. Halfway there: keep going with [Challenge Name]
- B. It is not too late to join [Challenge Name]

Message

Hi [First Name],

We are halfway through [Challenge Name]. [Number] colleagues are participating.

Tip of the week: [One practical tip related to the challenge.]

Have not joined yet? You can still jump in: [Portal URL]

Best,



[Sender Name]

[Sender Title], [Company Name]

5.3 Quiz of the Month

SEND: Mid-month, between challenges

FROM: HR or Benefits

GOAL: Easy engagement for everyone

Subject line options

- A. Quick quiz: test your [Topic] knowledge
- B. Can you answer this? A two-minute [Topic] quiz

Message

Hi [First Name],

[One-sentence hook about the topic.]

Take the quiz: [Quiz Link]

Your answers are confidential, and [Company Name] will not see them.

Best,

[Sender Name]

[Sender Title], [Company Name]



Leadership and Manager Toolkit

Employees engage more when leaders and managers visibly support the program. Use these to equip them.

6.1 Manager Briefing

SEND: 2 to 3 weeks before launch

FROM: HR or Benefits

GOAL: Prepare managers to support the launch

Subject line options

- A. Action requested: support the [Program Name] launch
- B. Manager briefing: [Program Name] launches [Launch Date]

Message

Hi [Manager First Name],

[Program Name] launches on [Launch Date]. As a manager, your support makes a big difference in whether your team participates.

What to know:

- The program is confidential. Managers and [Company Name] cannot see individual employee activity or answers.
- It is [free to employees] and available [24/7] on any device.
- Employees can join on their own time, and participation is voluntary.

What we ask of you:

1. Mention [Program Name] in your next team meeting (talking points below).
2. Share your own experience if you are comfortable doing so.
3. Encourage your team to register, and respect that participation is optional.
4. Direct questions to [HR Contact Name] at [HR Contact Email].

Suggested talking points:

- "We have a new wellness benefit available to all of us, starting [Launch Date]."
- "It is private and free. You can use it for stress, sleep, nutrition, fitness, and more."
- "There is a [Challenge Name] challenge starting [Date]. I am planning to join. Want to join me?"

Thank you for your support.

Best,

[Sender Name]

[Sender Title], [Company Name]



6.2 Executive Sponsor Reminder (Mid-Program)

SEND: Launch + 60 to 90 days

FROM: CEO, executive sponsor, or HR leader

GOAL: Sustain visible leadership support

Subject line options

- A. A note from [Executive Name]: your well-being still matters
- B. [Program Name]: what I have learned so far

Message

Hi [First Name],

A few months ago we launched [Program Name]. I wanted to share a quick update and a personal note.

[Optional: personal experience or story, one to three sentences.]

[Number or Percent] of our team has joined so far, and I want to thank you. If you have not yet, I encourage you to take a look. A few minutes is all it takes.

Explore the portal: [Portal URL]

[Executive Name]

[Executive Title], [Company Name]

6.3 Team Meeting Announcement (Slack, Teams, or Intranet)

SEND: Any time; use for short posts

FROM: HR or any leader

GOAL: Quick reminders in existing channels

Subject line options

- A. (No subject; for chat or intranet posts)

Message

Short version: [Program Name] is open to all [eligible employees]. It is free and confidential. Register in about 3 minutes: [Portal URL]

Challenge version: Our next wellness challenge, [Challenge Name], starts [Date]. Join your colleagues and see how far you can go: [Portal URL]

Reminder version: Have you logged in to [Program Name] lately? There is new content waiting: [Portal URL]



2027 Challenge Calendar

Align your monthly messages with the Avidon Health 2027 challenge lineup. Use messages 5.1 and 5.2 for each one, and fill in the challenge name and start date.

Month	Challenge
January	Rest & Reset
February	The Heart & Longevity
March	Food Noise
April	Spring Cleaning
May	Emotional Awareness
June	Sleep & Brain Health
July	Sun & Skin Safety (& Hydration)
August	Organization & Time Management
September	Healthy Aging
October	Dental Care & Health
November	Eye Health
December	Reflection & Quietude