1. **Pre-launch email (optional for use ahead of launch)**

**Subject line: Coming soon – Why allergies are more than irritating**

If you suffer from allergies, you have a chronic condition. Allergies can affect your quality of life, send you to the doctor’s office or hospital and can even be life threatening.

That’s why we’re launching an employee wellness campaign, *Why allergies are more than irritating*. By participating in this three-week campaign, you’ll learn:

* The basics about allergies and allergens
* What the different types of allergies are
* How to manage allergies

*Why allergies are more than irritating* 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 – Why allergies are more than irritating**

**Attachments (3): Basic facts about food allergies; Help, I can’t breathe! I may be having a food allergy!; Why doesn’t my body just get used to allergens?**

You’re invited to join our three-week wellness campaign, *Why allergies are more than irritating*, which kicks off today.

This week, we’ll start with understanding basic facts about food and respiratory allergies. It’s important to understand the seriousness of allergies because:

* There is not cure for allergies, there are only ways to avoid triggers or manage reactions.
* If you don’t currently suffer from allergies, you may develop allergies in the future to one or more substances.
* Allergies can lessen in severity or get worse over time.
* Interactions with common, daily household items or animals can cause allergic reactions, including chemicals, medications, dust and mold, insect bites, trees and grass, cats and dogs and many more.

To learn more, read the attached articles and flyer.

By learning more about allergies, you can keep yourself, your family and co-workers safe. Keep an eye out for more educational materials about allergies, coming next week.

Thank you.

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

**Subject line: Week 2 – Why allergies are more than irritating**

**Attachments (2): Is it a cold, nasal allergy or allergic asthma?; Is your common cold actually a chronic allergy?**

Welcome to the second week of our three-week wellness campaign, *Why allergies are more than irritating*.

This week, you’ll learn about the different types of allergies you can have. It’s common for people to mistake their allergy symptoms with those of a cold. A cold will run its course. Allergies, unfortunately, will hang around as long as you’re exposed to your allergic trigger. To learn more, read the attached article and flyer.

Remember, by learning more about allergies, you can keep yourself, your family and co-workers safe. Keep an eye out for more educational materials about allergies, coming next week.

Thank you.

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

**Subject line: Week 3 – Why allergies are more than irritating**

**Attachments (2): Diagnose, avoid, treat; Tips for managing food allergies at work**

Welcome to the third and final week of our wellness campaign, *Why allergies are more than irritating*.

This week, we’ll end our wellness campaign with learning how to manage food and respiratory allergies. To learn more, read the attached article and flyer.

Thank you for participating in *Why allergies are more than irritating*. Remember, by learning more about allergies, you can keep yourself, your family and co-workers safe.

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

**Subject line: We want your feedback – Why allergies are more than irritating**

**Attachments (1): Employee evaluation**

Thank you for participating in our month-long wellness campaign, *Why allergies are more than irritating*.

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.