

# Prelaunch Best Practices

Launching an inclusive wellbeing program helps employees feel cared for, safe and connected to your organization.

## ✓ Understand your audience

Do employees spend more time at a desk or are they out and about? Make sure you can reach your population as a whole!

## ✓ Leverage Leadership Messaging

Find an email sample, video script and overviews available for leaders in the Prelaunch Toolkit.

## ✓ Use internal channels to create buzz

Build excitement about the new wellbeing program through company newsletters, emails, social sites and intranet.

## ✓ Prepare employees for what to expect with launch

Make sure employees know what is “Coming soon!” If you have Virgin Pulse enrollment emails, let employees know when to expect them.

## ✓ Create excitement using Teaser campaigns

At least 2 weeks prior to launch, begin sharing teaser campaigns with the eligible populations. Flyers, digital displays, handouts and postcards are available.

## ✓ Consider a Wellness Champion network

Wellness Champions can help spread the word. Recruit Champions and make sure they are equipped with tools to help during the launch!

## ✓ Get members ready to personalize their platform

Include a QR code on your flyers, posters and digital displays for members to download the Virgin Pulse mobile app on launch day.

## ✓ Show support

Tell members about the benefits and why a wellbeing program is being offered.