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**Launch day email template**

**Simply complete the highlighted sections of this template with your organisation details, then copy and paste the template into your email.**

**Email 2: Send this template on Launch day to promote your launch incentive**

**Care Friends is here!**



It’s here! **Care Friends** is an easy-to-use app which will give you the opportunity help a friend find a job they’ll love *and* earn extra money in the process! Share our jobs with your friends and family via text, Whatsapp or social media and get points which you can turn into cash - What could be better?!

**[insert launch incentive details]**

Download the app today for free by clicking the link below and following the simple instructions to register. Or speak to [insert Care Friends champion name] who will be happy to help you get started.

Go to the Google play store

<https://play.google.com/store/apps/details?id=uk.co.carefriends.app&hl=en_GB>

Go to the apple app store

<https://apps.apple.com/us/app/care-friends/id1464379630?ls=1>