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**Teaser email template**

**How to use this resource**

We’ve added a highlighted section which needs to be customised with your organisation’s details.

Once you’ve completed the highlighted section, copy the image and text into an email and **send 1 week before launch**

**Teaser email: Send 1 week before launch**

**Care Friends is coming…**

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Hi everyone!

Do you know someone who would make a great addition to our team?

Well, we want to reward you for helping us find even more great people like you!

I am delighted to announce that on [insert date] we are launching **Care Friends**, **an employee referral app especially for care staff**.

By referring your friends and family, you will receive points on your app, and these points will be converted to cash!

**Watch this video to find out more and look out for more info coming soon!**

[Get to know Care Friends](https://vimeo.com/345969567)