

Sample Campaign Preview Email



This sample email is a great way to build momentum in the week prior to your event. Introduce staff to competitions, promotional events, and remind them about the meaning behind the campaign.

EMAIL NAME: Campaign Preview

AUDIENCE: All staff

TIMING: One week prior to campaign launch

SUBJECT LINE: The #everyBODYmoves Mobility-a-Thon is coming!

BODY COPY:

[UNIT/HOSPITAL NAME'S] annual #everyBODYmoves Mobility-a-Thon campaign is almost here!

Our team is excited to reveal some special events and activities in the works to connect you with your co-workers and patients to share more about the importance of patient mobility.

Be on the lookout for [ADD EVENT COMPETITIONS, PROMOTIONS, ETC]

Supporting the #everyBODYmoves Mobility-a-Thon campaign highlights the importance of patient mobility in reducing immobility harm. As we get ready, we want to ask you this one thing: What does mobility mean to you?

On behalf of the [UNIT/HOSPITAL CAMPAIGN TEAM/COMMITTEE], we're excited to connect with you and have a fun campaign!

Thank you!

For questions and more information, contact hopkinsAMP@jhmi.edu.



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