NC DEPARTMENT OF
**HEALTH AND
HUMAN SERVICES**

Email Campaign for Employees

Purpose
To expand the reach of the SlowCOVIDNC app, we recommend business community leaders invite employees to download the app through an email campaign.

The purpose of this email campaign is to spread awareness about SlowCOVIDNC, educate employees about the app benefits, and ultimately to encourage employees to download and use the app.

Email Template
Below is a sample email for business community leaders to send to employees, either once or on a regular basis. This recommended sample email includes specific copy and terminology about the SlowCOVIDNC app.

Dear [INSERT RECIPIENTS],

We wanted to first thank you all for continuing to do your part to keep your friends, families, and colleagues safe by following the 3 Ws – wearing a mask, waiting 6 feet apart, and washing your hands often.

Let's do our part to slow the spread of COVID-19 and join more than 500,0000 other North Carolinians in downloading SlowCOVIDNC, the free, official Exposure Notification app of North Carolina Department of Health and Human Service (NCDHHS).

SlowCOVIDNC works by proactively and anonymously notifying app users of potential exposure to COVID-19. It protects users' privacy and identity, while slowing the spread of COVID-19. SlowCOVIDNC does not collect or share personally identifying or location information. The more people who participate, the more effective the app is at slowing the spread of COVID-19.

What do you need to know about the app?
- It's free to download.
- It never collects or shares personally identifiable information.
- It uses Bluetooth technology to minimize battery use.
- It's 100% voluntary to download and use.

We encourage you to download SlowCOVIDNC and share the app with your friends and family.

To learn more about SlowCOVIDNC and how it works, you can read the FAQs or view the app demo.

SlowCOVIDNC is available now on the Apple App Store and Google Play.

Thank you!

[NAME/SIGNATURE]