

[Subject Line]

Be the first to know what's going on with <FirstUp>

[Headline in Email Image Header]

Working hard just got easier

[Body]

We want you to feel more connected to the company, and to make your work life easier. That's why we're excited to introduce <FirstUp>, the app that gives you everything you need for work, no matter where you are.

- **Know what's happening.** Get personalized company news and subscribe to content you care about.
- **Connect company-wide.** Hear from teammates and learn from leadership or other departments.
- **Have a 2-way conversation.** Share your feedback with the company and get your questions answered.
- **Get things done.** Access your work apps and resources like <IT help, payroll, benefits> and more.

Ready to be in the know? Get <FirstUp> in 4 steps.

STEP 1: DOWNLOAD the FirstUp mobile app. Text <CompanyName> to <XXXXXX>. <Want FirstUp on your computer? Visit <landingpage.com>>.

STEP 2: FIND our company—click “Have an organization code?” and enter <XXXXXXXXXX>.

STEP 3: JOIN <FirstUp>. Click “Don't have an account,” then enter your work email and password. Don't have a work email address? Use a personal one.

STEP 4: VERIFY your identity from the email sent to your inbox. If you used a personal email, you'll need your Employee ID Number.

[CTA]

Upgrade the way you work. Download <FirstUp>.

Text <CompanyName> to <XXXXXX>
or visit <landingpage.com>