**Email #1 | Purpose:** to announce the challenge

**Subject line:** Join the 5 A Day Your Way Challenge!

***Suggested send date:*** *March 2nd – March 6th*

|  |
| --- |
| cid:93D0351E-198B-4EBA-803C-DC4810862876@home |
| Dear [agency/worksite name] employees:  Next month is National Nutrition Month, and [agency/worksite name] is celebrating with the **5 A Day Your Way Challenge**! The week-long challenge kicks off on **Wednesday, March 18th**.  Eating more fruits and vegetables is one of the best ways to fuel your body and your life. Join the **5 A Day Your Way Challenge** to get into the habit of 5 servings a day!    Participants will receive daily email prompts, prompts, a personal tracker, healthy eating tips, and more! Participants can also ***enter to win*** a healthy eating prize at the end of the challenge.  [**Sign up today!**](https://www.surveymonkey.com/r/5aday2020)    Follow [**@workwellnyc**](http://www.instagram.com/workwellnyc) on Instagram for challenge information, nutrition facts, meal planning tips, and everything you will need to get ready to go for **#5ADayYourWay**.  **Questions?** Contact [Ambassador name and email], visit [**www.nyc.gov/workwellnyc**](http://www.nyc.gov/workwellnyc), or email [**workwell@olr.nyc.gov**](mailto:workwell@olr.nyc.gov). |
|  |

**Email #2 | Purpose:** to introduce **5 A Day Your Way @ Work**

**Subject line:** Celebrate National Nutrition Month with [worksite]

***Suggested send date:*** *March 9th – March 13th*

|  |
| --- |
| cid:93D0351E-198B-4EBA-803C-DC4810862876@home |
| Dear [agency/worksite name] employees:  From Wednesday, **March 18th to Tuesday, March 26th**, [agency/worksite] is celebrating National Nutrition Month with **5 A Day Your Way @ Work**!    Look out for the poster at [insert location and date information]. Each day, you can share how you included fruits or vegetables in your meals that day!  By participating, [Agency/worksite name] will have a chance to win an **at-work cooking demonstration by a professional chef!** |
| If you haven’t already, sign up for **5 A Day Your Way** to receive daily prompts, a personal tracker, healthy eating tips, and more!  [**Sign up today!**](https://www.surveymonkey.com/r/5aday2020) |
| Follow [**@workwellnyc**](http://www.instagram.com/workwellnyc) on Instagram for challenge information, nutrition facts, meal planning tips, and everything you will need to get ready to go for **#5ADayYourWay**.  **Questions?** Contact [Ambassador name and email], visit [**www.nyc.gov/workwellnyc**](http://www.nyc.gov/workwellnyc), or email [**workwell@olr.nyc.gov**](mailto:workwell@olr.nyc.gov). |
|  |

**Email #3 | Purpose:** promote 5 A Day Your Way @ Work

**Subject line:** 5 A Day Your Way @ Work is Here!

***Suggested send date:*** *March 18th (or another date depending on your agency’s participation)*

|  |
| --- |
| cid:93D0351E-198B-4EBA-803C-DC4810862876@home |
| Dear [agency/worksite name] employees:    **5 A Day Your Way @ Work** is here!  Visit the **5 A Day Your Way @ Work** poster at [location/] to share how you strive for 5 servings of fruits and vegetables. Whether you’re a fruit fanatic, voracious about vegetables, or still learning what you like, every serving counts!  By participating, [Agency/worksite name] will have a chance to win an at-work cooking demonstration by a professional chef!    Follow [**@workwellnyc**](http://www.instagram.com/workwellnyc) on Instagram for challenge information, nutrition facts, meal planning tips, and everything you need to go for **#5ADayYourWay**.  **Questions?** Contact [Ambassador name and email], visit [**www.nyc.gov/workwellnyc**](http://www.nyc.gov/workwellnyc), or email [**workwell@olr.nyc.gov**](mailto:workwell@olr.nyc.gov). |
|  |

**Email #4 | Purpose: 5 A Day Your Way @ Work** reminder

**Subject line:** Don’t forget – 5 A Day Your Way @ Workis here!

***Suggested send date:*** *March 20th – March 23rd*

|  |
| --- |
| cid:93D0351E-198B-4EBA-803C-DC4810862876@home |
| Dear [agency/worksite name] employees:    **5 A Day Your Way @ Work** is underway!  Don’t forget to visit the **5 A Day Your Way @ Work** poster at [location] and share how you strive for 5 servings of fruits and vegetables each day.  Your participation could help [agency/worksite name] win **an at-work cooking demonstration by a professional chef!**    Follow [**@workwellnyc**](http://www.instagram.com/workwellnyc) on Instagram for challenge information, nutrition facts, meal planning tips, and everything you need to go for **#5ADayYourWay**.  **Questions?** Contact [Ambassador name and email], visit [**www.nyc.gov/workwellnyc**](http://www.nyc.gov/workwellnyc), or email [**workwell@olr.nyc.gov**](mailto:workwell@olr.nyc.gov). |
|  |