



Subject: We're grateful to have you!

Hi team!

We think you're amazing and we want to recognize you for the meaningful contributions you're making to [COMPANY] every day. That's why we've decided to launch Bonusly!

With Bonusly, everyone can publicly recognize everyone else by giving small bonuses that add up to meaningful rewards.

On [LAUNCH DATE], each of you will receive an email inviting you to join Bonusly.

Every month, you'll get an allowance of [CURRENCY NAME & AMOUNT]. Everyone can give and receive small bonuses to celebrate success in real time. We think you'll love giving recognition that is candid, social, and lets you express their unique personalities.

As you earn bonuses, you can redeem your points for gift cards to major retailers, donations to charities, and custom rewards, like [CUSTOM REWARD EXAMPLE].

Let me know if you have any questions.

Happy bonusing!

[YOUR NAME]