EMAIL #1 - Announcement

Subject: Important: Voicing your opinions and ideas @ **COMPANY NAME**

Body:

Team- Question for you: when you have an idea or come across a problem in your job, what do you do?

Whatever the answer is today, we realize we haven't made it easy enough for you. This email is to announce that we are changing that as we release SpeakUp - created by a tech company in California. (Read their story [here](#)).

The plan here is very simple. If you have a great idea, come across a problem in your day-to-day, or have a question that you can't get an easy answer to: post in our SpeakUp account.

The whole team can vote on each other's posts, and the best problem/solutions and ideas rise to the top of the feed for everyone to see. The best part: management will be transparently making decisions on the most popular solutions and ideas.

So how do you get started? There's a SpeakUp invite coming your way today. Complete the simple registration, and create your first post. What's your best idea? What problem is impeding the team's success? We want to hear about it.

If you don't receive your invite, register manually with your company email address @ getspeakup.com.

If you have an iOS phone/tablet, you can download the beta mobile app [here](#) (after registering).

I'm very proud to work for a company that values everyone's input and I'm extremely excited about this new initiative! Please get onboard, register within 48 hours, and start posting and voting.

INSERT OPTIONAL CONTEST DETAILS HERE - first approved idea/solution gets a gift card, etc

Sincerely,
XXXXXXXXX

EMAIL #2 - Reminder

Subject: Thank you for Speaking Up!

Body:

Team, it's awesome to see so many great new ideas bubble up in our SpeakUp account. Thank you for participating!

Mention best posts here*

Insert stats from leaderboard here*

Reminder about contest*

Remind people to register that haven't already, re-send their invites from the settings page

I also want to thank everyone for keeping the quality of input so high in SpeakUp. If you see a post that is low quality, simply downvote. If something is posted that's flagrant, malicious or inappropriate, please scroll your mouse to the top right of the post, click the drop down and "flag" it for review.

Thanks for being awesome!

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