Program introduction for all participants >

*Send from: School principal or leader*

*Sent to: All program participants, i.e., employees, students, parents*

*When to send: One week before testing begins*

*Subject:* Introducing a new COVID-19 testing program for {school name}

*Body copy:*

Hello {school name} {population, e.g., staff/employees},

I’m excited to announce that we’re partnering with the California Department of Public Health and Color to offer COVID-19 testing for our {population: e.g., staff and students}. {Community, i.e., the schools in our district, the facilities of our organization} will provide self-swab testing onsite with comfortable anterior nasal (AN) swabs.

We’ll test employees once every {X} weeks}, starting {date}. You’ll receive an email with information on how to register and what to expect when testing. Testing is not required, but highly encouraged to keep our school community safe.

For more information on testing with Color, including self-swab testing and receiving results, head to their [Support FAQs](https://support.color.com/en/collections/2244079-covid-19-testing).

Thank you for helping us create a safe and healthy {school name} community.

{Leader signature}