****Ship to Home Announcement

Email Template

*What: Pre-launch announcement email, sent by partner*

*Send from: Leadership email*

*Subject:* Launching at-home COVID-19 testing for [organization]

*Body copy:*

Dear [eligible participants],

Thank you for your consistent and diligent participation in our COVID-19 testing program to date. Your adherence to this program helps us keep everyone in the [organization] community safe.

I’m excited to announce that we are expanding our testing strategy to include ship-to-home COVID-19 testing with Color, a population health testing company Color is a population health testing company that has partnered with major universities, municipalities, and enterprises to run large-scale COVID-19 testing programs.

Testing through Color is easy and helps to ensure your return to [location] is safe. Simply request a kit, receive your kit in the mail, log into [your Color account](https://home.color.com/covid/activation), follow the collection instructions in the self-swab Color kit, and drop the kit off at a FedEx dropbox.

To get started, please [claim your COVID-19 test kit]. Thanks again for your efforts to keep the [organization] community safe and healthy.

Best,

[Name / Signature]