

Rollout communications pack

Six ready-to-adapt messages for launching Nila to your workforce. Designed so HR and internal-comms can copy, lightly edit for your tone, and ship. Tested with employers in Canada, the US, and the UK.

How to use this pack. Lead with the all-staff announcement two weeks before launch, follow with the manager brief the same day, then the activation email and Slack post on launch day. The reminder, the wellbeing-week tie-in, and the return-from-leave note are for ongoing use. Replace bracketed placeholders before sending.

1. All-staff announcement email (T-14 days)

Subject: Something we're adding for the menopause years

Hi team,

From [LAUNCH DATE], everyone at [COMPANY] gets a free membership to Nila — a private, evidence-based menopause-support platform. If menopause, perimenopause, or the years around them are on your radar (for yourself or someone close to you), it's there for you.

Three things to know up front:

- It's private. You activate it yourself. [COMPANY] never sees who signed up or anything you do inside it.
- It's not a replacement for medical care. It's the reading, tracking, and community that sits alongside your doctor.
- It's free to you for as long as you're with us.

You'll get your personal invite code on [LAUNCH DATE] from [SENDER]. Questions? Reply to this email or ping [HR CONTACT].

— [SENDER NAME]

2. Line-manager brief (T-14 days, separate send)

Subject: Heads-up before the Nila launch on [LAUNCH DATE]

Hi managers,

On [LAUNCH DATE] we're rolling out free Nila memberships for all employees. A few things that'll make this land well:

- You don't need to actively promote it. Mention it once in your next 1:1s — "the company is offering this, no pressure either way" — and leave it there.
- If someone tells you they're using it, treat that the same as them telling you they see a physiotherapist: thank them for sharing, don't probe.
- There's a free line-manager toolkit and a conversation script at hellonila.com/work-toolkit. We've also booked [TRAINING DATE/LINK] for a 45-minute optional walkthrough.

- If a direct report asks about reasonable adjustments (cooler space, flexible hours during difficult weeks, more frequent breaks), route to [HR CONTACT] — we have a template ready.

Thanks for helping this land well.

— [HR LEAD]

3. Activation email with invite code (launch day)

Subject: Your Nila membership is ready

Hi [FIRST NAME],

Your free Nila membership is ready. Here's your personal invite code:

Code: [INVITE-CODE]

Redeem at: hellonila.com/redeem

It takes about a minute. Once you redeem, the membership is yours — your account, your data, your choice what to do with it. [COMPANY] is not told whether you activate it or what you do once you're in.

If anything goes wrong with the code, email support@hellonila.com.

— [SENDER NAME]

4. Slack / Teams launch post (launch day)

:wave: From today, everyone at [COMPANY] has a free Nila membership — a private, evidence-based menopause-support platform for the perimenopause and menopause years, including for partners, friends, and family figuring it out alongside someone.

Check your inbox for your personal invite code. The toolkit for managers is open to everyone at hellonila.com/work-toolkit. Activation is private — [COMPANY] never sees who signs up.

5. 30-day reminder (T+30 days)

Subject: Still here if you want it

Hi [FIRST NAME],

A quick reminder that your Nila membership is still waiting if you didn't get round to activating it. No pressure, and we won't ask again — just wanted you to know it doesn't expire.

Code: [INVITE-CODE]

Redeem at: hellonila.com/redeem

— [SENDER NAME]

6. Return-from-leave note (use as needed)

Subject: Welcome back — a couple of things

Welcome back, [FIRST NAME]. If any of the reason for your leave touched on perimenopause or menopause symptoms, your Nila membership has a dedicated return-from-leave plan with a template adjustments conversation you can take into a 1:1 with [LINE MANAGER NAME] or me. There's no expectation to use it — it's there if it's useful.

— [HR CONTACT]

7. Wellbeing-week tie-in (annual)

During [WELLBEING WEEK], we're spotlighting the benefits that often go under-used. Nila is one. It's a private menopause-support membership that every employee at [COMPANY] already has free access to. If the years around 40–55 are on your mind (or your partner's, or a friend's), there's a lot in there. Activation link and code are in your benefits portal under [LOCATION].

Notes for HR

- **Tone.** Calm, opt-in, never pressuring. Menopause is medical, but for many people it's also private — language that assumes anyone "needs" support can land badly.
- **Whose name on the email.** Best response rates we've seen come from the most senior HR or People leader, not a generic alias. If you don't have one available, the CEO works in smaller orgs.
- **Don't track who activates.** You won't be able to from our side, and you shouldn't try to from yours. Trust the aggregate reporting.
- **If you have a Slack #benefits or #wellbeing channel,** add the launch post there as well — but don't pin it. It should sit alongside other benefits, not above them.