SAMPLE EMAIL TEMPLATE FOR INVITING MEMBERS TO HEALTH EXCELLENCE INITIATIVE

Dear Members,

[name of your organization] recently joined other organizations in making a commitment to transform the workplace culture by prioritizing employee mental health and signing on to [Striving for Mental Health Excellence in the Workplace](https://www.apa.org/topics/workplace/mental-health).

As leaders, you’ve likely invested in the well-being of your employees. However, current data on people’s stress and well-being beg for us to do more. According to [APA’s 2021 Work and Well-being Survey](https://www.apa.org/pubs/reports/work-well-being/compounding-pressure-2021), people who feel tense or stressed during the workday are more than three times as likely to say they plan to look for another job, while employees who feel supported are more likely to stay, reducing the costs of employee turnover.

Basic care for employees’ psychological well-being is critical to retaining talent, fostering positive morale and increasing productivity so we can be successful organizations. That’s why I was excited to join this initiative, *Striving for Mental Health Excellence in the Workplace* led by the American Psychological Association (APA), American Public Health Association (APHA), International City/County Management Association (ICMA), National League of Cities, and YMCA of the USA.

**I invite you to join** **[name of your organization] and a** [**growing list of organizations**](https://www.apa.org/topics/workplace/mental-health/who-made-commitment) **committed to mental health excellence in the workplace.**

Visit [*Striving for Mental Health Excellence in the Workplace*](https://www.apa.org/topics/workplace/mental-health). You or your designated staff can click on the blue “Show Your Commitment” button and complete the form. Your logo will be featured on the page of organizations that have endorsed this campaign.

You can also access Resources. The recommendations listed among the resources are intended to be action steps for consideration and determine which are doable and make sense for individual organizations. Whether an organization is already implementing just a couple of them or considering adding one demonstrates striving for mental health excellence in the workplace.

This initiative presents a unique and important opportunity for us as association leaders to demonstrate our commitment to mental health excellence and the significance of these issues for a wide range of workplace settings.

Sincerely,

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