Email for Employees

Greetings! We’d like to introduce you to a new regional effort aimed at better understanding the values of today’s workforce in Louisville Metro: Better Workplaces, Better World (BW2). We are partnering with many of the region’s most influential entities, such as The Louisville Society for Human Resource Management, Greater Louisville Inc., KentuckianaWorks and several other key influencers to learn which benefits (tangible and intangible) are most important to you. In a nutshell, as a company that strives to create a work environment reflecting the needs of its employees, we’re participating in the hope of better understanding which benefits and incentives matter most.

Below you will find a link to a survey that has been prepared by BW2 to gauge your priorities and needs; all responses will be confidential (LSHRM and the University of Louisville will be conducting the research/tabulating data and we will only be able to see aggregate results). Your honest feedback is crucial and important to the community-at-large.

Link to BW2 Survey:

As an added incentive, **LSHRM is offering the chance to win one-of-five $50 Amazon gift card for completing the survey**. It will only take about 15 minutes to complete and as we mentioned, this information, as well as the data collected from other employees regionally, will help us be better able to provide you a more beneficial workplace.

If you have any questions, please let us know. Thank you in advance for your participation!

[Insert Name Here]

Follow-Up Email for Employees

Hello! We just wanted to send a friendly reminder regarding the BW2 initiative and workforce survey. We hope you have already completed the survey; however, if you’re not yet had the chance, we hope that you will do so. Remember, completing the 15 minute survey will not only provide us with valuable data on workforce needs, but it will also give you the chance to win a $50 Amazon gift card. The deadline to complete the survey is February 14th.

Again, thank you so much for your participation and insights, which are integral in building a work environment that reflects the values of our employees!

[Insert Name Here]