

EMAIL TEMPLATE RE: FULL STRENGTH NETWORK

Dear {client},

At (Agency Name), we are the leaders in all your risk management and insurance needs. However, more and more, we are seeing a risk in the wellbeing of ministry leaders.

As a matter of fact, a recent report shows that nearly one-third of those in ministry are struggling with issues like burnout, depression, anxiety, loneliness, isolation, and more.

We're learning that often, ministry leaders need a safe and confidential professional to talk to about the struggles and unique challenges they face in ministry.

If that sounds like you, I'm excited to introduce Full Strength Network.

Full Strength Network has an annual membership program designed to help ministry leaders monitor their wellbeing and connect to strengthening resources.

For less than \$300 per year, you get access to 12 sessions of counseling or coaching for you and members of your family. You can experience authentic community and strategic training in peer huddles. Plus, you can enjoy a variety of additional resources, all designed to help you live at full strength.

Brotherhood Mutual launched Full Strength Network, and we wholeheartedly recommend them to you.

Learn more at fullstrength.org.

Sincerely, {agent}

P.S. Register today for access to safe, confidential, and affordable strengthening resources for you and your family.

EMAIL TEMPLATE RE: COUNSELING

Dear {client},

A recent study shows one-third of ministry leaders would get help from a counselor right now if they knew the answer to three questions:

1. Is it safe/confidential?
2. Can I afford it?

3. Where do I go to find it?

What challenges in life and ministry would you be able to conquer if you had the right person to talk to? Do you feel like you could benefit from counseling or coaching? You're not alone.

Some ministry leaders are on the brink of a tragedy. Others simply need someone to like to chat to stay in a good place.

Whichever one is you, I've got good news.

Brotherhood Mutual is a proud partner of Full Strength Network, a ministry dedicated to helping ministry leaders discover full strength in wellbeing in areas like richer spiritual health, deeper relationships, and increased leadership capacity.

It's a safe and confidential third-party network of caregivers you can access through an affordable yearly membership (it's less than \$300 per year for 12 sessions of counseling or coaching for yourself, PLUS 12 sessions for a member of your family).

You can learn more at fullstrength.org.

For less than \$300 per year, this is your opportunity to invest in your wellbeing.

If I can help you connect to Full Strength Network, please don't hesitate to reach out to me.

Sincerely, {Agent Name}