

Custom Messaging: Guidelines

If you wish to create your own custom message for your client, here are some tips to hit the right tone.

WHAT TO DO:

- Include a personal greeting or salutation
- Make it relevant and personal to them – while keeping it appropriate
- Keep it simple, positive and upbeat
- Continue to communicate in our brand voice, “[Your Eloquent Advocate](#)”, with an empathetic tone that is cautious yet optimistic

[We Respect You](#) –Is the message concise and sensitive to the environment of the recipient (e.g. travel ban, work from home)?

[We Back You](#)–here’s what you can do to get in touch with us digitally

[We Understand You](#)–we know these are difficult times and here is how you can make the most of you Membership

WHAT TO AVOID:

- Mentioning the virus
- Sounding opportunistic. We must be mindful about the timing and type of offers
- Mentioning financial relief or including financial relief messaging in communications

For more information, please reference the full [COVID-19 Brand Guidelines](#) [here](#)

