



IN-APP MEMBER ENGAGEMENT • THE MESSAGES

Free, confidential support — already theirs.

A five-touch in-app sequence, plus an evergreen reminder, that moves Local 618 members from knowing the peer-support benefit exists to actually using it. Inside: the ready-to-load copy for every message — push notification, in-app card, and button.

PREPARED FOR
Teamsters Local 618

CHANNEL
Local 618 Member App

CADENCE
~1 / week, then monthly

PREPARED BY
The Peer Network



THE SEQUENCE AT A GLANCE

Six touches, one steady rhythm.

One message per week so the campaign feels steady, not constant — then an evergreen reminder keeps the benefit top of mind.

01

WEEK 1

**It's already
yours**

02

WEEK 2

**Not therapy,
not a hotline**

03

WEEK 3

**Someone who's
been there**

04

WEEK 4

Your family too

05

WEEK 5

**A day, not a
month**

∞

ONGOING

**Whenever
you're ready**



01

• WEEK 1 • TOUCH ONE

It's already yours.

Goal: Remind members the benefit is theirs and free to use.

PUSH NOTIFICATION

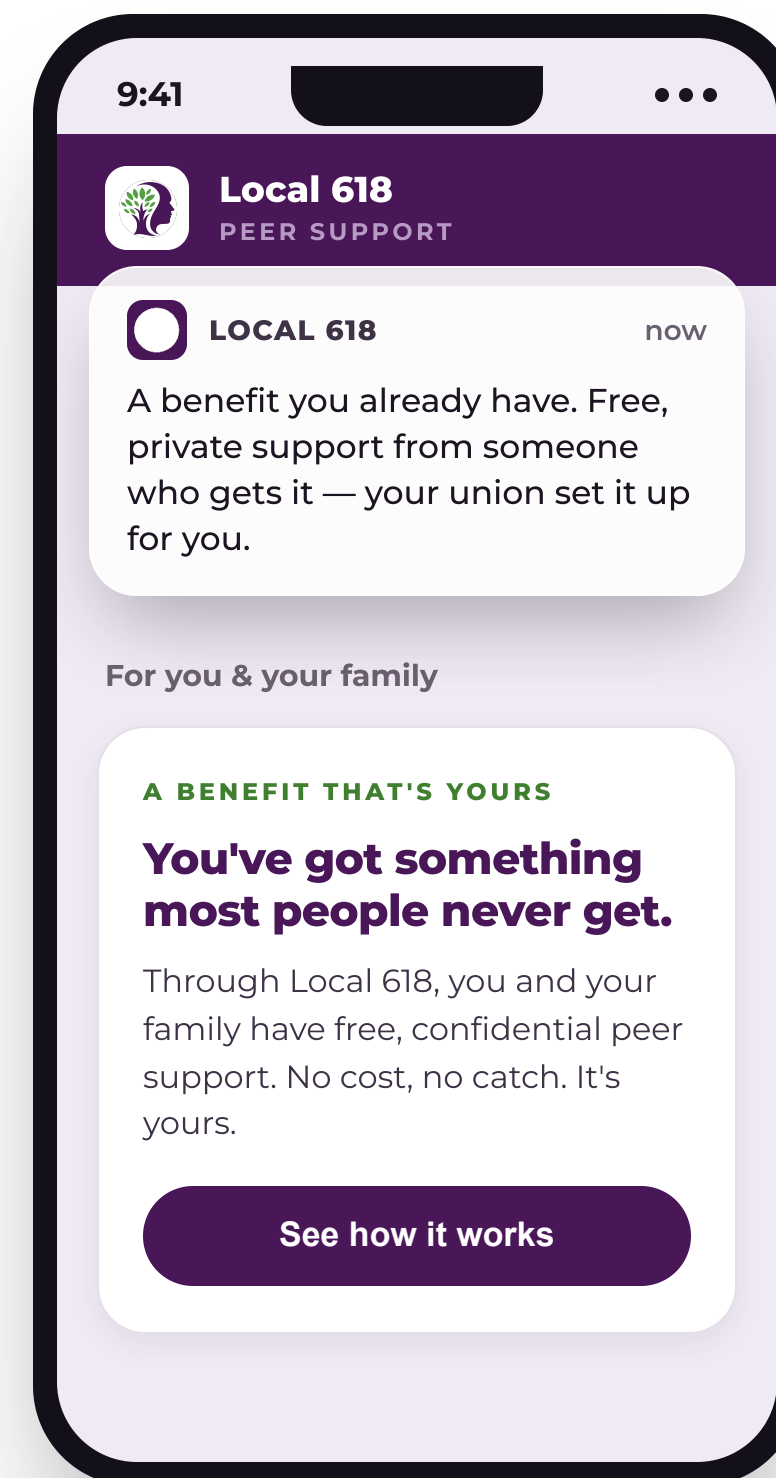
106 characters

A benefit you already have. Free, private support from someone who gets it — your union set it up for you.

IN-APP CARD

You've got something most people never get.

Through Local 618, you and your family have free, confidential peer support — real conversations with someone who's been through the hard stuff themselves. No cost, no catch. It's yours.

[See how it works →](#)

Push notification + in-app card



02

• WEEK 2 • TOUCH TWO

Not therapy, not a hotline.

Goal: Explain what peer support is — and who it's for.

PUSH NOTIFICATION

112 characters

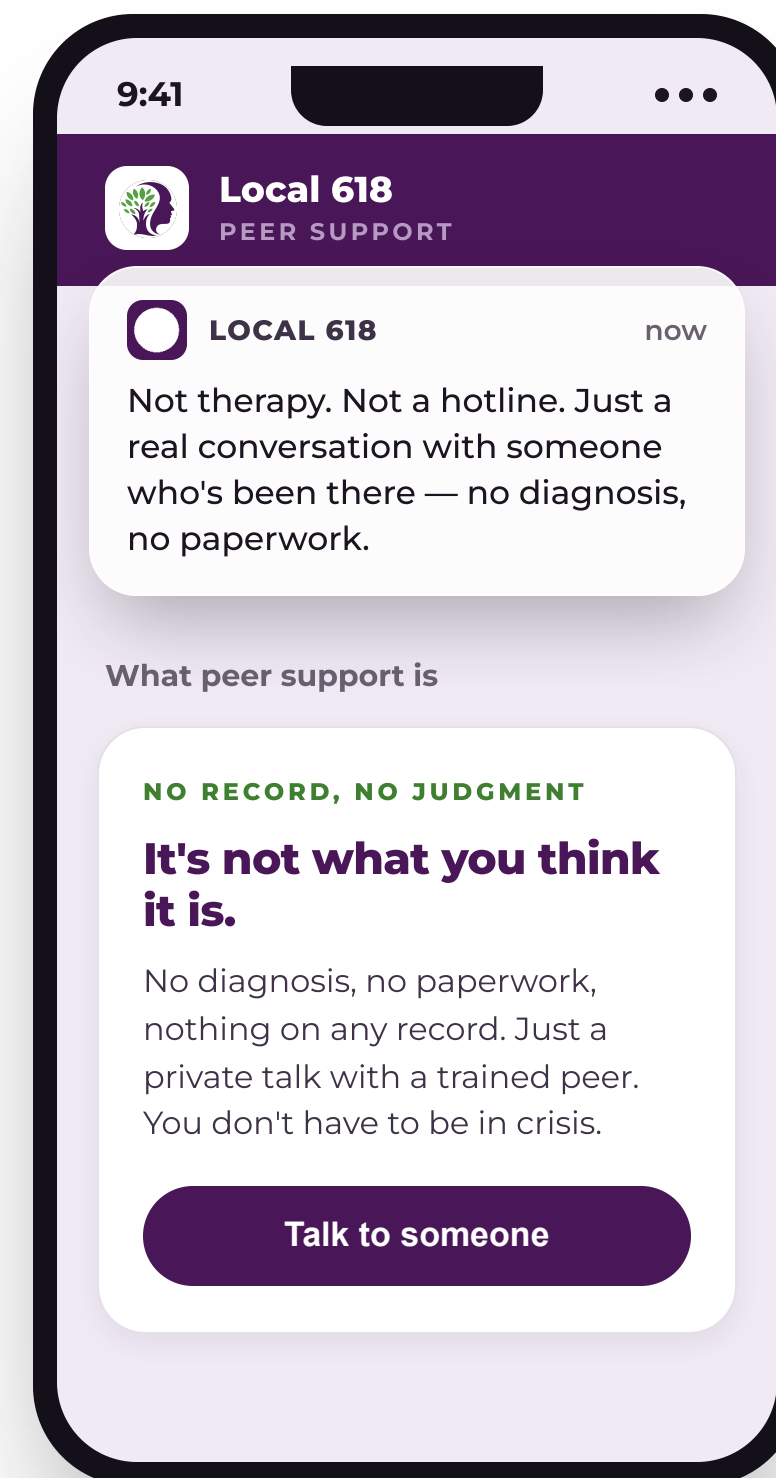
Not therapy. Not a hotline. Just a real conversation with someone who's been there — no diagnosis, no paperwork.

IN-APP CARD

It's not what you think it is.

There's no diagnosis, no paperwork, and nothing goes on any record. It's a private conversation with a trained peer who has lived through mental health and substance use struggles themselves. You don't have to be in crisis to reach out.

Talk to someone →



Push notification + in-app card



03

• WEEK 3 • TOUCH THREE

Someone who's been there.

Goal: Show that members talk with a peer who has real lived experience.

PUSH NOTIFICATION

95 characters

They've been where you are. Talk to someone who's lived it — not someone reading from a script.

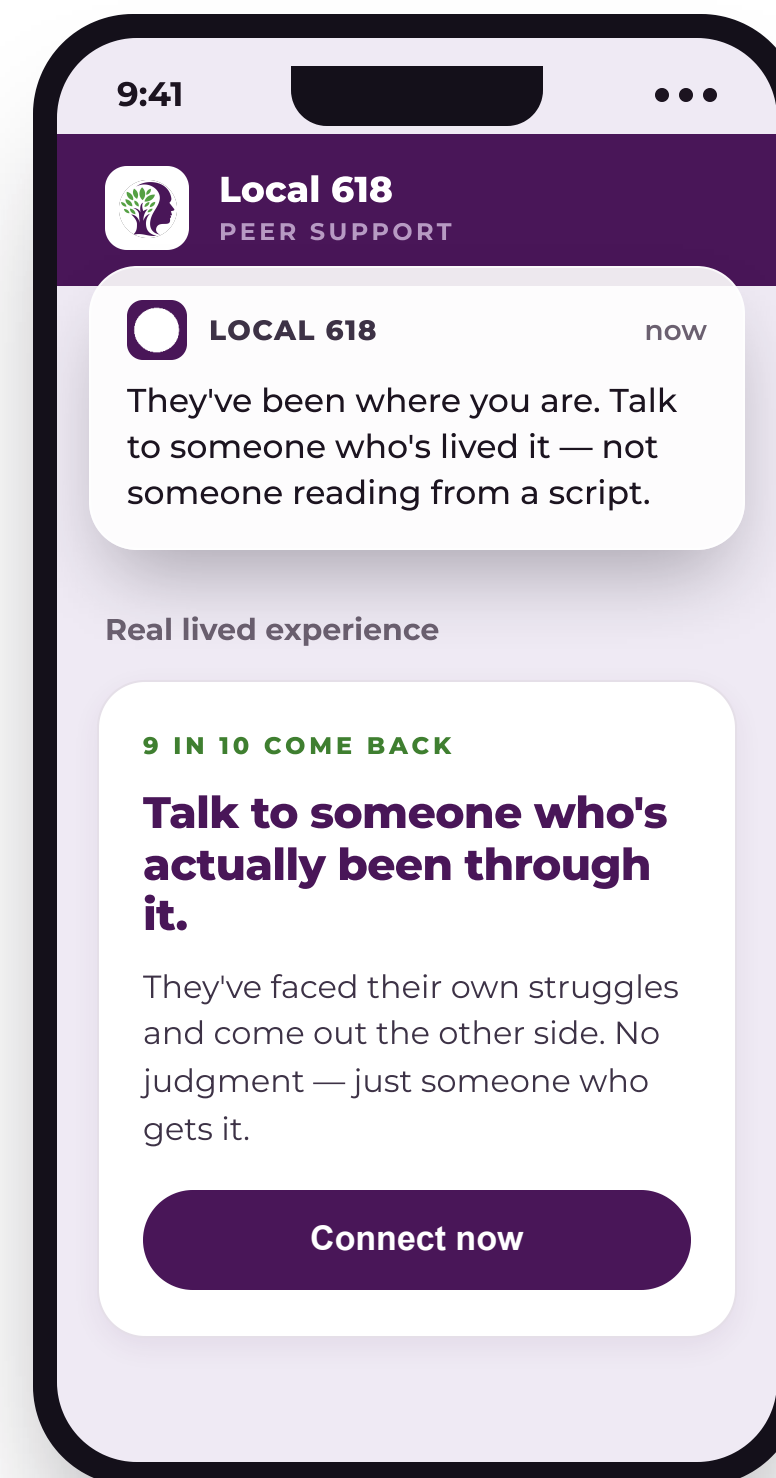
IN-APP CARD

Talk to someone who's actually been through it.

9 in 10 people who try it come back.

The people you'll talk to have faced their own struggles with stress, mental health, and substance use — and come out the other side. No judgment, just someone who gets it.

[Connect now →](#)



Push notification + in-app card



04

• WEEK 4 • TOUCH FOUR

Your family too.

Goal: Remind members that family is covered, not just them.

PUSH NOTIFICATION

98 characters

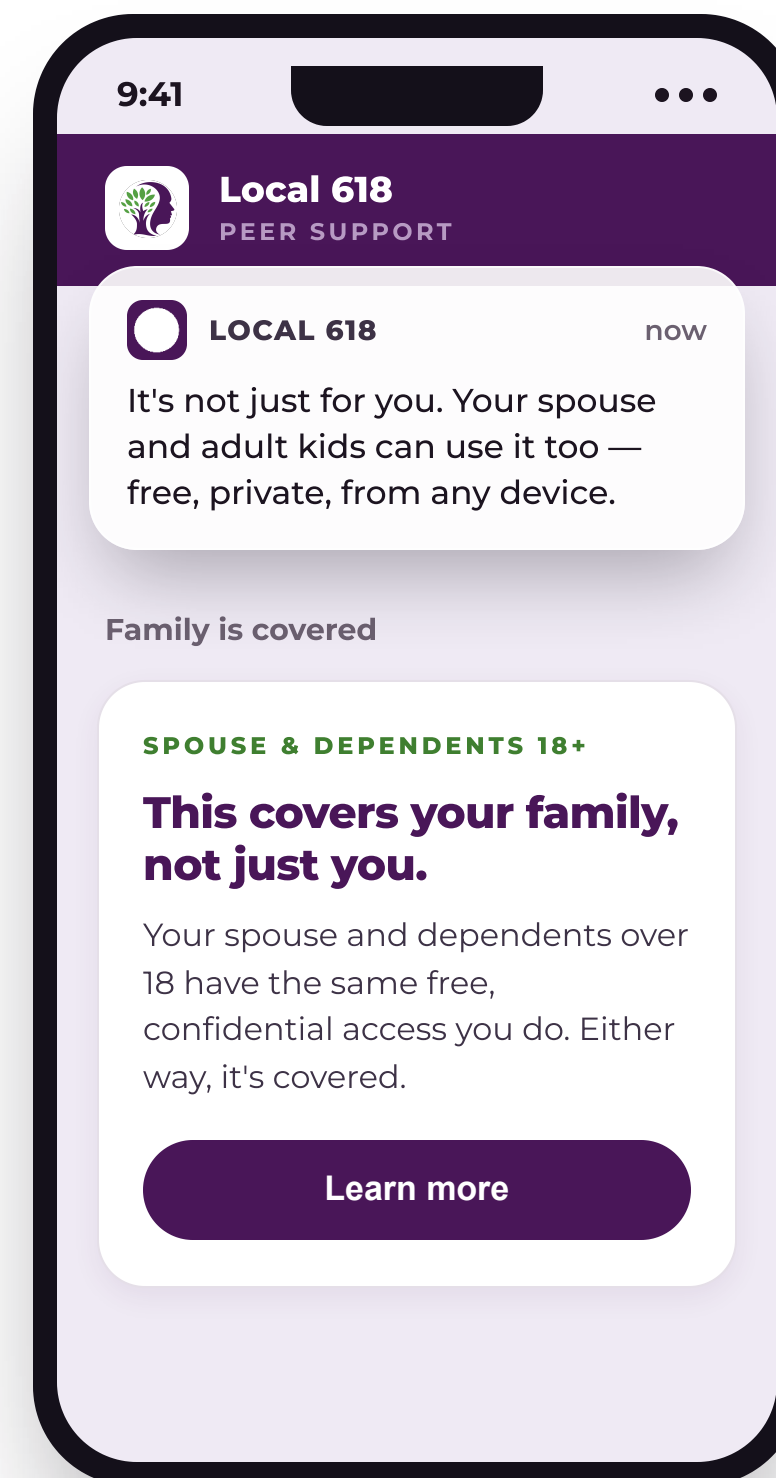
It's not just for you. Your spouse and adult kids can use it too — free, private, from any device.

IN-APP CARD

This covers your family, not just you.

Your spouse and your dependents over 18 have the same free, confidential access you do. Sometimes it's easier to point someone you love toward help than to ask for it yourself. Either way, it's covered.

[Learn more →](#)



Push notification + in-app card



05

• WEEK 5 • TOUCH FIVE

A day, not a month.

Goal: Show how easy it is to connect — a first appointment in less than 48 hours.

PUSH NOTIFICATION

96 characters

No six-week wait. Your first appointment is less than 48 hours away, from any device you've got.

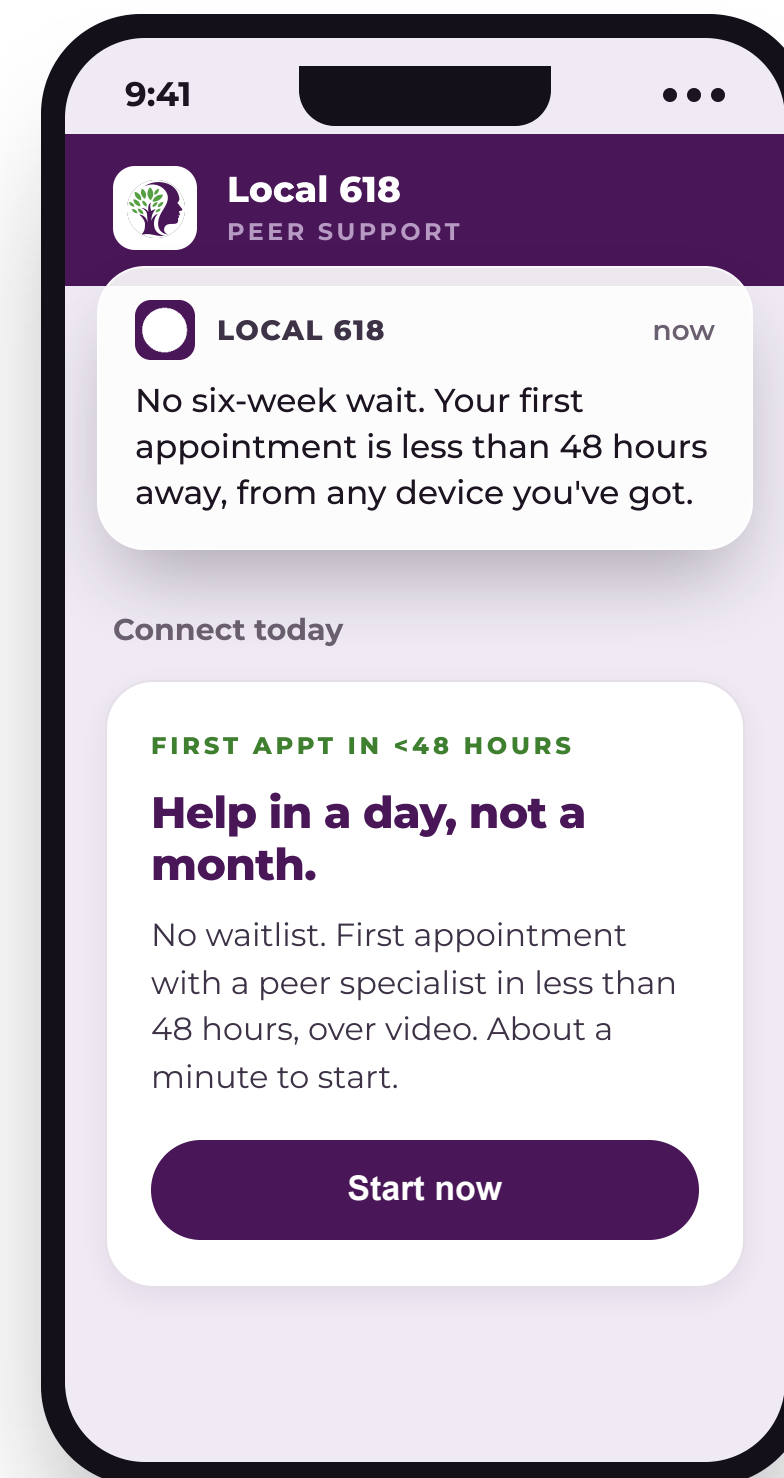
IN-APP CARD

Help in a day, not a month.

<48 hrs from reaching out to your first appointment.

No waiting rooms, no waitlist. Reach out and you'll have a first appointment with a peer specialist in less than 48 hours — over video, on your schedule. It takes about a minute to start.

[Start now →](#)



Push notification + in-app card



EVERGREEN • ONGOING



• ONGOING • MONTHLY REMINDER

Whenever you're ready.

Goal: A monthly reminder that keeps the benefit top of mind after the drip ends.

PUSH NOTIFICATION

91 characters

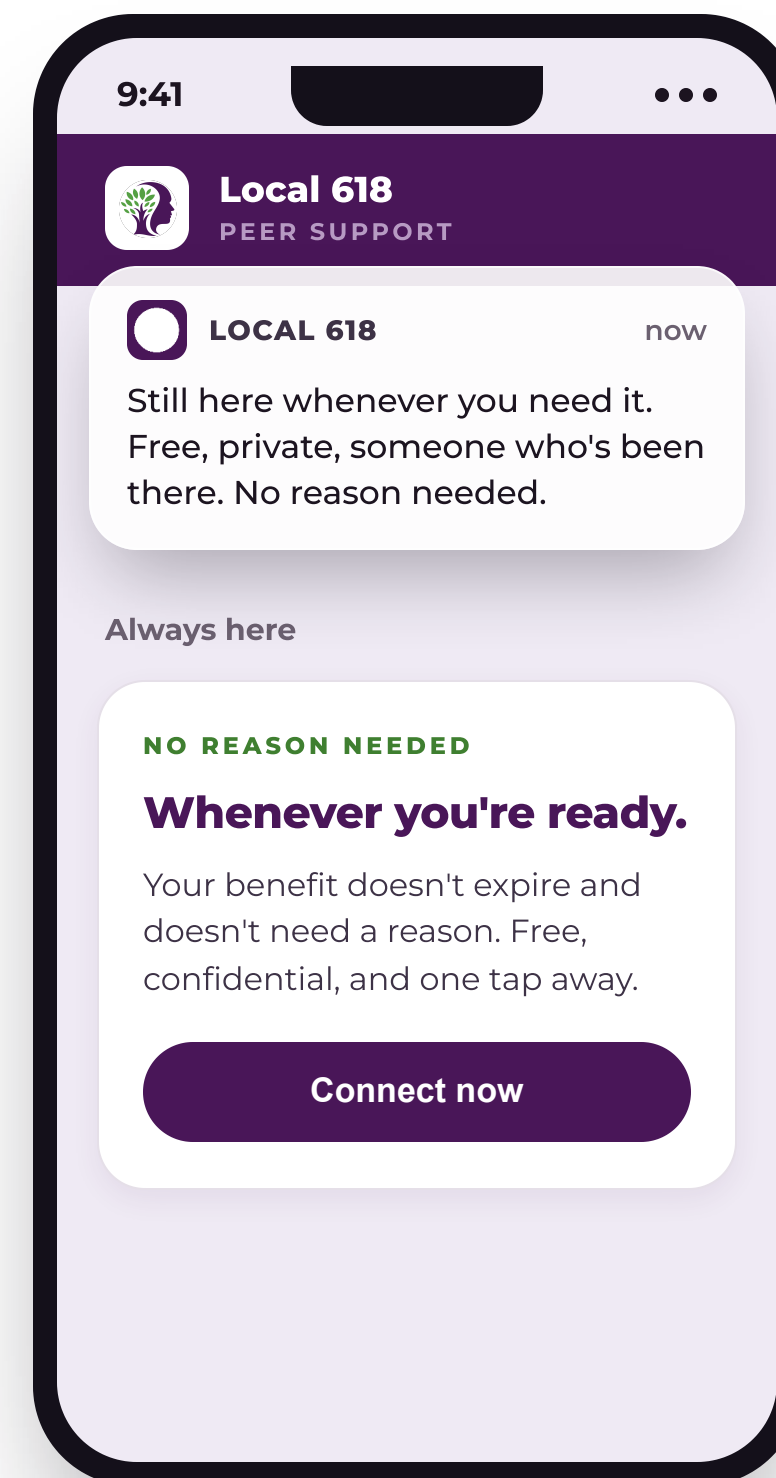
Still here whenever you need it. Free, private, someone who's been there. No reason needed.

IN-APP CARD

Whenever you're ready.

Your peer support benefit doesn't expire and doesn't need a reason. Free, confidential, and one tap away whenever life gets heavy.

Connect now →



Push notification + in-app card