[SAMPLE EMAIL FOR AFFILIATES TO SEND TO MEMBERS]

New Trauma benefit from AFT Member Benefits

[Date]

Dear [member],

On April 1, AFT Member Benefits is launching a unique and timely benefit that offers support in difficult times. It is Trauma Coverage, and it’s available free of charge to members.

So many AFT members have experienced trauma, either in the line of duty or in challenges we may encounter in life, from bullying, harassment and criminal assault, to hurricanes, floods, school shootings and disease.

Trauma Coverage offers counseling and support through new channels for our members who may be too busy, or too overwhelmed with work and family commitments, to seek out such support for themselves.

This is the kind of help one may need in the immediate months after a traumatic experience. It addresses trauma that is event-specific. And in delivery, it utilizes flexible scheduling and current communication technologies—phone, video, texts—to connect a member with a licensed therapist, trained in trauma counseling.

If you’d like to familiarize yourself with the features of this new benefit, visit www.aft.org/benefits/trauma. April 1 and thereafter, you will be able to access the benefit via the AFT members-only benefit portal at www.aft.org/members-only. You will need your AFT member number to access the page.