



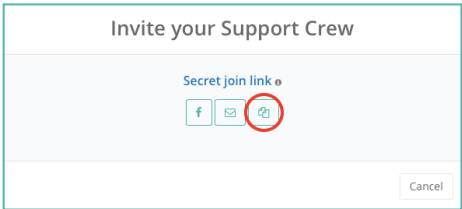
Support Crew Email Copy

Key objective: Provide more detailed information about Support Crew, so an AMP customer can:

- learn more about the Support Page set up for them by an AMP CM, or
- make an informed decision about whether to set-up a Support Page themselves.

Key outcome: So AMP customers can receive the best possible emotional, financial and practical support from friends and family during claim time.

Content options for email:

Option	Content, Tools or Links to be provided	Copy
<u>1. CM sets-up Support Page for customer:</u> Email communication to give access to Support Page and share more about SC.	<ul style="list-style-type: none"> • Link to personal Support Page via email  <ul style="list-style-type: none"> • Guidelines for customer: Next Steps • Link to Support Crew website • e-Brochure with our contact details • Randal's case study 	Invite to Support Page and SC. See option 1 below.
<u>2. Customer wants to set-up own Support Page:</u> Customer needs information and guidance to set up their own Support Page.	<ul style="list-style-type: none"> • Link to setting up a Support Page • Link to Support Crew website • e-Brochure with our contact details • Randal's case study 	Send SC info and link to set up Support Page. See option 2 below.
<u>3. Customer unsure about SC – needs more information and consideration:</u> Customer unsure as to whether SC is right for them.	<ul style="list-style-type: none"> • Link to Support Crew website • Link to FAQ's • e-Brochure with our contact details • Randal's case study 	Information on how SC can help if they need it. See option 3 below.

Email Copy for Option 1 – AMP CM invites customer to their Support Page

Subject: AMP invites you to join your private Support Page

Dear _____

Thank you for your time today, as discussed AMP is here to help, and it's important to us that you can easily co-ordinate and receive the help that you need during claim time and beyond. We want you to be able to focus on the big stuff, so with your permission, I have created your personal and private Support Page for you on Support Crew.

What is Support Crew?

We've partnered with Support Crew to offer you a free online support platform to easily co-ordinate meals, transport or any other support that you may need from your friends and family.

Remind me what I can use my Support Page for?

Your Support Page is free and private and makes it easy for you to get the help that you need. You can invite your friends and family, near and far to your page - and easily co-ordinate the help and support you may need over the next few weeks or months. You will also be able to:

- Communicate with your friends and family in one place
- Easily manage visitors and phone calls
- Identify and add requests for things that you and your family may need help with.

You can find more information in the [e-brochure](#) and read a [real life case](#) here.

What should I do now?

Your Support Page is now set-up with the basics. Follow these simple steps to start making it work for you:

1. **Accept the invitation to your Support Page** (if you haven't already). *[insert link in 'here' by copying secret link – instructions on pg. 6 below].*
2. I'll then remove myself from your Support Page so that it will remain private to you and your Crew*.
3. **Edit and update the Support Page** name and description and add a profile picture. You can do this by clicking on the **"Edit Page"** button located near the top right hand side of the page.
4. **Invite your Support Chief** or a close friend/relative to your Support Page. We recommend that once they've joined your page, you can promote them to 'Admin' so they can help you manage your page and the help that you need.
5. **Add some 'need requests'** or things that your friends and family can help with. The most common things people ask for help with are meals, transport, childcare and cleaning. Add

anything specific to you so that you can get all the practical and emotional support that *you* need.

6. **Invite all your Support Crew** from anywhere in NZ and abroad to your Support Page. Your support network can be family, friends, colleagues or people in your community.

Take your time going through these steps. You don't need to do them all in one go. Support Crew is super easy to use but if you get stuck, just click on the speech bubble down the bottom right hand corner and Janine or Kelly from Support Crew will be there to help you out.

**Please note: Any information that you provide on your Support Page will remain strictly confidential between yourself and Support Crew. AMP has no visibility or access to your page, or any information or data on it, once your Case Manager is removed from the page. Please refer to the privacy clause (no. 6) in their Terms [here](#).*

If you have any further questions, please don't hesitate to get in touch.

Take care,
Helen/David/Shawn

Email Copy for Option 2 – Customer wants to set-up own Support Page

Subject: Setting up a Support Page on Support Crew

Dear _____

Thank you for your time today, as discussed AMP is here to help and it's important to us that you can easily co-ordinate and receive the help that you need during claim time and beyond. We want you to be able to focus on the big stuff, so as promised, I've included some information on creating your personal and private Support Page on Support Crew.

What is Support Crew?

We've partnered with Support Crew to offer you a free online support platform to easily co-ordinate meals, transport or any other support that you may need from your friends and family.

What I can use my Support Page for?

A Support Page is free and private*, and makes it easy for you to get the help that you need. You can invite your friends and family, near and far to your page to easily co-ordinate the help and support you may need over the next few weeks or months. You will also be able to:

- Communicate with your friends and family in one place
- Easily manage visitors and phone calls
- Identify and add 'need requests' for things that you and your family may need help with.

You can find more information in the [e-brochure](#) and read a [real life case](#) here. (or if ready for the Pilot - You can find all the information about setting up a Support Page, Success Stories, and some FAQs [here](#)).

I'm ready to set-up my Support Page – what do I do now?

That's great! Just click [here](#) to get started, and you'll be guided you through the easy process online.

If you have any further questions, or if you'd like me to help set-up your page on your behalf, please get in touch.

Warm Regards,
Helen/David/Shawn

**Please note: Any information that you provide on your Support Page will remain strictly confidential between yourself and Support Crew. AMP has no visibility or access to your Support Page or any information or data on it. Please refer to the privacy clause (no. 6) in their Terms [here](#).*

Email Copy for Option 3 – Customer unsure about Support Crew and needs more information

Subject: Get a hand with AMP and Support Crew

Dear _____

Thank you for your time today, as discussed, when dealing with a life changing event such as cancer/accident etc. (specific to customer), the need for help and support from friends and family becomes paramount. But often, this is an extremely stressful and overwhelming time and knowing how to co-ordinate the help you need and offers of help from loved ones, can be an added burden.

At AMP it's important to us that you can easily co-ordinate and receive the help that you need during claim time and beyond – so that you can focus on the big stuff.

What is Support Crew?

We've partnered with Support Crew, to offer you a free online support platform to easily co-ordinate meals, transport or any other support that you may need from friends and family.

What I can use my Support Page for?

Your Support Page is a free and private*, and makes it easy for you to get the help that you need. You can invite your friends and family, near and far to your page to easily co-ordinate the help you may need over the next few weeks or months. You will also be able to:

- Communicate with your friends and family in one place
- Easily manage visitors and phone calls

- Identify and add 'need requests' for things that you and your family may need help with

You can find out more information in the [e-brochure](#) and read a [real life case](#) here. (or if ready for the Pilot - You can find all the information about setting up a Support Page, Success Stories, and some FAQs [here](#)).

I'm ready to set-up my Support Page

That's great! Just click [here](#) to get started, and you'll be guided through the easy process online.

I'd like you to set-up my Support Page for me

With your permission we are able to set up a free and private Support Page for you, so that you can get the help you need from friends and family no matter where they may be.

If you have any further questions, or if you'd like me to help set-up your page on your behalf, please get in touch.

Warm Regards,
Helen/David/Shawn

**Please note: Any information that you provide on your Support Page will remain strictly confidential between yourself and Support Crew. AMP has no visibility or access to your Support Page or any information or data on it. Please refer to the privacy clause (no. 6) in their Terms [here](#).*

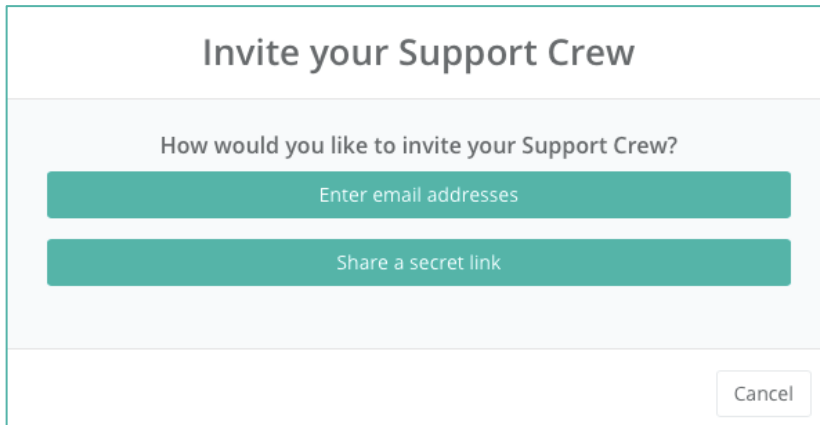
Sharing and embedding the customer's Support Page link into an email:

So that you can personalise your email content and that the email comes directly from you, here's the best way to invite your customer to the Support Page you have created for them:

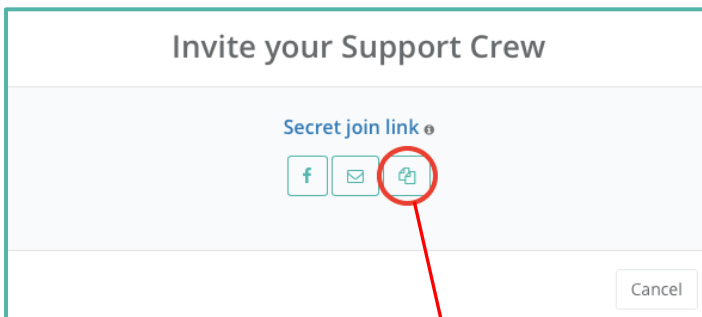
1. Go to 'Invite Support Crew'

 Invite Support Crew

2. Select 'Share a secret link'



3. Select 'Copy to clipboard' and then 'paste' link as hyperlink under 'What happens next?' (Email option 1, step 1, pg. 2). The email copy can then be personalised and sent from AMP CM email address.



What happens next?

Your Support Page is now set this up with the basics. Follow these simple steps to start making it work for you:

1. Accept the invitation to your **Support Page here** (if you haven't already). *[insert link in 'here' by copying secret link – instructions on pg. 6 below].*