



Sample email

Subject line: Challenges After Deployment? Try this new app for FREE.

The challenges don't end after deployment—civilian life can be tough too.

That's why I'm writing to tell you to try [Together Strong](#) today. It's a new mobile and online application that uses virtual humans and gaming technology to help you learn what to say and do when a fellow veteran or service member is struggling with civilian life.

[For organizations in NY or NJ, add this sentence here] This excellent new app is **FREE** in the New York and New Jersey area, courtesy of the Veterans Affairs NY/NJ Healthcare Network.

The goal is to learn how to help that person access help if needed, build resilience, and ultimately lead a healthy and positive life.

Here's why I hope you will try it:

- It's easy to use and access.
- It was developed with extensive soldier input so it's very realistic.
- It builds on the military tradition of helping one another and being prepared for tough situations.
- It's highly interactive, with hands-on practice and tips you can use later with a real-life peer.
- It works. Together Strong is based on neuroscience and research-proven techniques.

Please take advantage of this excellent free opportunity. There are many apps out there, but nothing like this.

Together Strong was developed by [Kognito](#)—a 10-year-old Manhattan-based company— in collaboration with the Veterans Affairs NY/NJ Healthcare Network, which is making it available in the NY/NJ area permanently.

Download it now to your mobile device today, free from [iTunes](#) or [Google Play Store](#). Or try it online at www.jointogetherstrong.com