**Welcome to birdie!**

**The below email template can be used to communicate the switch to birdie. Simply copy, paste, make it your own and send! Don’t forget to replace the <yellow placeholders>!**

**We recommend you attach the ‘birdie for people managers’ PDF to that email. Each PDF includes an overview of who and what is birdie, what value it will unlock for them, case studies and a snapshot of key features they’ll leverage.**

Hello <name>,

We have some news to share with you! We’ve made the decision to bring birdie in as our new technology partner.

birdie have been making waves in our industry for a while. We feel it’s the right decision to go with a technology partner that helps us deliver our best work, to share the excellent standard of care our community deserves and provides the partnership we need, by our side today and as we grow.

So, what will change for you in <HR>? A major part of our choice was because birdie has a set of tools to specifically help you and your team; so we’ve broken down more information on those in the attached PDF. I hope you’ll be as excited as I am!

Thanks,

<business owner>