

FOUND × SEQUOIA

The Engagement Playbook

A practical guide for driving awareness, enrollment, and lasting utilization of the Found weight-care benefit.

Prepared for Sequoia Wellbeing Bundle HR & benefits teams

The one thing to remember: there is a single front door to Found for your employees — <https://joinfound.com/employers/sequoia-clients>.

Every email, poster, Slack post, and QR code in this playbook should point there. Questions? Your Found team is at employersupport@joinfound.com.

Membership 100% covered by the employer • Two care tracks • Board-certified obesity-medicine clinicians • 250K+ members served • 1M+ clinical consults completed • Founded in 2019, built to last

What's inside

This playbook is built to be used, not just read. Jump to the section you need — each one gives you the strategy plus the ready-made assets to execute it.

Short on time? This guide is thorough, but you don't have to read it all — and there's more whitespace here than the page count suggests. If it feels like a lot, focus on just three sections: **1 (the opportunity)**, **5 (the bare-minimum plan)**, and **8 (ready-to-use templates)**. Those three alone are enough to launch/re-launch well.

	Section	What you'll get
1	The opportunity	Why Found, why engagement matters, and the numbers behind it
2	Eight engagement principles	Found's best practices for promoting an employer-paid benefit
3	Launch strategy: first 90 days	A phased plan to introduce Found — after you're live
4	Relaunch & re-energize	For customers where the benefit is under-utilized
5	The bare-minimum plan	The absolute essentials for lean, resource-strapped teams
6	Your engagement calendar	Tying Found into Sequoia's monthly themes
7	Communication cadence & channels	How often, where, and reaching every team
8	Ready-to-use templates	Email, Slack/Teams, newsletter, intranet, SMS, manager notes
9	Seasonal campaigns & events	Webinars, lunch & learns, and benefits-fair playbooks
10	Champion & leadership toolkit	Building word-of-mouth that scales
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1 · The opportunity

You are sitting on one of the most generous benefits in your entire package — and most of your employees don't know it exists yet. Found is a comprehensive, virtual weight-care program, and your organization has chosen to cover the full membership cost for benefits-eligible employees enrolled in your medical plan. For the employee, that means personalized care from board-certified clinicians and coaches at no membership cost to them.

Weight is one of the most common — and most quietly stressful — health concerns your people carry. When they have a trusted, private, employer-paid path to real clinical care, three things happen: employees get healthier, downstream medical costs bend, and your benefits program earns loyalty. The only variable that decides whether that happens is engagement. That is what this playbook is for.

What your employees actually get

Found meets people wherever they are on their health journey, with two tracks under one membership:

Found Clinic — medication-assisted weight care. 1:1 visits with obesity-medicine clinicians, a personalized treatment plan, chat-based 1:1 in-app access to certified health coaches, AI-powered nutrition guidance, behavior-change tools, a supportive community, and monthly challenges. When clinically appropriate, clinicians can prescribe from a range of medication options.

Found Wellness — coaching (no-medication) track. Chat-based, 1:1 in-app access to certified health coaches, AI-powered nutrition guidance, behavior-change tools, a supportive community, goal tracking, and monthly challenges — for people who don't want or don't qualify for medication.

Why this matters for engagement: there is a door for everyone. Employees who assume "this isn't for me" because they don't want medication still have a coaching and habit-change program waiting. Say that out loud in your communications — it roughly doubles the audience who feels invited.

The numbers that make the case

Proof point	Why it lands
250K+ members, 1M+ consults	Found has served members since 2019 — before the pandemic, and before branded GLP-1s like Zepbound were household names. Over a million clinical consults later, the results speak for themselves: branded GLP-1s were never the only answer.
7.5% and 12% average weight loss	At 6 and 12 months respectively — and most of it achieved without branded GLP-1 medications, so results don't depend on scarce, expensive drugs.
Only 1% of clinicians	are actually trained to treat obesity and excess weight. Found's clinicians specialize in exactly this — care most employees can't easily get elsewhere.
\$0 membership	The employer covers the full Found membership — including oral non-GLP-1 medication. For employees, the biggest barrier to good care — cost — is already removed.

A note on cost, stated accurately: the Found membership is fully employer-paid, and oral non-GLP-1 medications are included in that membership. If a clinician prescribes a personalized compounded GLP-1, there may be an additional out-of-pocket cost paid by the member. Keep what's included (membership + non-GLP-1 medication) distinct from what may cost extra (compounded GLP-1s) so expectations stay honest.

2 • Eight engagement principles

Before any calendar or template, these are the principles that make weight-care engagement work. They come from what consistently moves utilization for employer-paid clinical benefits. Treat them as the lens for everything else in this playbook.

1. Lead with "it's already paid for."

The single most powerful message you have is that the membership costs the employee nothing. Put it in the subject line, on the poster, in the first sentence. Cost is the #1 reason people never start.

2. Normalize, don't medicalize.

Frame Found as ordinary, smart self-care — like a gym benefit or an EAP — not as a program for people with a "problem." Use inclusive language ("support for your health goals"), real employee stories, and imagery that feels everyday.

3. Make the first click effortless.

One link, everywhere: joinfound.com/employers/sequoia-clients. Add a QR code to anything printed. Every extra step or decision loses people. Always use this exact link — it's the only enrollment path built for Sequoia clients.

4. Repeat across channels — the rule of 7.

People need to see a benefit multiple times, in multiple places, before they act. A single launch email is not a launch. Plan for email + Slack + intranet + manager mention + a physical touchpoint, spread over weeks.

5. Use trusted messengers.

A note from a manager, a peer champion, or a leader who's used it outperforms a corporate all-staff email every time. Give those people the words to use (Section 10).

6. Time it to moments that matter.

New Year, post-summer, open enrollment, after a biometric screening, or the return from holidays are all natural on-ramps. Meet people when health is already on their mind (Section 6).

7. Protect privacy — and say so.

Fear that the employer will "see" their health data stops people cold. State plainly and often that Found is confidential and the company never sees individual health information. This single reassurance unlocks a lot of enrollment.

8. Celebrate participation, not just weight.

Share (with permission) stories about energy, confidence, and habits — not only pounds. It keeps the program inclusive, avoids shame, and keeps momentum going long after launch.

3 • Launch strategy — the first 90 days

Whether you're rolling Found out for the first time or resetting for the plan year, a concentrated launch beats a slow trickle. Here is a proven four-phase arc. Every asset referenced lives on your [Found microsite](#).

Before you begin — wait for your launch date. Do not publicize Found or share the sign-up link with employees until your launch date, which is the first of the calendar month you go live. Enrollment runs through a specific Sequoia path, and promoting Found before it's switched on risks employees landing on our direct-to-consumer site and getting stuck in the wrong flow. Keep everything in Phase 0 strictly INTERNAL until that date.

Phase 0 • Pre-launch (INTERNAL only — 2–3 weeks before your launch date)

Get ready behind the scenes. Nothing in this phase is employee-facing.

1. **Align internally.** Brief your benefits team and leadership so everyone can answer "what is Found?" consistently. Watch the program overview webinar together — find it on your [microsite](#) under the Video Overview tab.
2. **Recruit 5–15 champions.** Identify enthusiastic employees across departments and locations to seed word-of-mouth (Section 10).
3. **Confirm your channels & owners.** Decide who posts to Slack/Teams, who owns the intranet page, and who briefs managers.
4. **Stage your assets.** Everything you need — flyer, FAQ, and employee-facing + sign-up slides — lives on your [microsite](#) under the Launch Resources tab. Pull them from there, add your logo where allowed, and post them to your intranet.
5. **Prep now, but hold until launch day.** Line up your launch-day communications now, but don't send anything to employees until your launch date (the first of the calendar month). No teasers, no early links.

Phase 1 • Launch week (starts on your launch date — the 1st)

Go loud and coordinated. The goal is that no one can miss it.

1. **Day 1 — Leadership email.** Send the launch announcement (Template 8.1) from a senior leader or CHRO, not a generic HR alias. Lead with "\$0 to you."
2. **Day 1 — Slack/Teams post.** Post Template 8.4 in your all-company channel within an hour of the email.
3. **Day 2 — Manager cascade.** Ask managers to mention Found in team meetings using the talking points in Template 8.8.
4. **Day 3 — Intranet + posters.** Publish the intranet page (Template 8.7) and put QR-coded flyers in break rooms, elevators, and near time clocks for frontline sites.
5. **Day 4–5 — Champions activate.** Champions share why they're excited in their own words.

Phase 2 • Weeks 2–4 (sustain)

1. **Reminder email (Template 8.2)** to anyone who hasn't enrolled — "in case you missed it, and it's still free."
2. **Host a live webinar or lunch & learn** (Section 9), or share the on-demand webinar for those who can't attend live.
3. **Newsletter feature (Template 8.6)** with the two-track explainer so no one counts themselves out.

4. **First win story** from a champion, with permission — real voices convert.

Phase 3 · Days 30–90 (embed)

1. **Start the monthly toolkit rhythm** — begin sending the [Found monthly toolkit](#) emails so communication never goes dark (Section 6).
2. **Review your first metrics** with Found at day 30 and day 90 (Section 12) and adjust channels based on what's working.
3. **Re-target the teams the launch missed** using the tailoring tips in Section 7 (frontline, multilingual, privacy-sensitive).

Why push this hard? The weight and metabolic-health challenge touches virtually every workforce in the country — your people are no exception, and many are quietly struggling. You've already paid for Found, and here's the key part: your cost is the same whether 5% or 50% of eligible employees enroll — Found never charges more for higher utilization. So every additional person who signs up is pure return on a cost you're already carrying. This is about getting your money's worth. Aim for at least five distinct touchpoints in the first two weeks; the benefits that launch with one email and go silent are the ones that show up as "low utilization" at renewal.

4 • Relaunch & re-energize

Already live but utilization is flat? A relaunch is often more valuable than the original launch — the benefit is real, employees are just used to tuning it out. The move is to make it feel new and to remove whatever quietly blocked people the first time.

Five relaunch angles that work

- **"You might have forgotten — it's still 100% free."** A simple reminder that the membership costs nothing re-recruits people who filed it away as "maybe later."
- **"New year, new plan year."** Tie the relaunch to Jan 1 or your plan-year start when motivation naturally peaks.
- **Real results from your own people.** Nothing relaunched a program like a colleague's story (with permission). Feature one.
- **A fresh, time-boxed campaign.** A "Spring Reset" or "Summer Strong" challenge with a start and end date creates urgency a standing benefit never will.

A 3-week relaunch sprint

Week	Action	Asset
Week 1	"It's still here, still free" email from a leader + Slack/Teams post. Announce a themed campaign with dates.	Microsite → Launch Resources (adapt the launch email); Templates 8.2 & 8.4
Week 2	Host a live Q&A/webinar; feature an employee story; refresh intranet page and posters.	Microsite → Video Overview & Launch Resources
Week 3	Last-call reminder + resume the monthly toolkit cadence so momentum holds.	Microsite → Monthly Toolkits

5 • The bare-minimum plan

Don't have a big benefits-marketing engine? You don't need one. Most of this playbook is the ideal; this section is the short list of essentials. If you do only what's below, you'll still give Found a real chance to land. Everything here uses assets Found already built for you — so your job is mostly to press "send."

The 5 things that matter most

1. **Wait for go-live, then send one leader email.** On your launch date (the first of the month), send the launch email (Template 8.1) from a real leader. Lead with "it's 100% covered by us." This single step drives the most enrollment.
2. **Post the sign-up link where people already look.** Put <https://joinfound.com/employers/sequoia-clients> on your intranet/benefits page and pin it in Slack or Teams. One link, always reachable.
3. **Send one reminder two weeks later.** Re-send to non-enrollees (Template 8.2): "in case you missed it — still covered."
4. **Forward Found's monthly email.** Each month, grab the ready-made toolkit email from your [microsite](#) and forward it. No writing required.
5. **Say it's private.** In every message, include one line: Found is confidential and we never see your health information. This removes the biggest silent barrier.

If you can do just one more thing: ask your managers to mention Found once in a team meeting (Template 8.8). A trusted voice does more than any company-wide email.

That's the whole minimum: one launch email, a posted link, one reminder, a forwarded monthly email, and a privacy reassurance. Everything else in this playbook is upside when you have the time.

6 • Your engagement calendar

You don't need to invent a calendar — you already have one. Sequoia publishes a yearly engagement calendar with a theme for each month, designed so all of your benefits can be promoted in a coordinated way. Found plugs right into it.

Here's the part that saves you the most work: Found has already written the emails for you. **Each month**, Found posts a ready-made toolkit email to your [microsite](#) that coordinates with Sequoia's theme for that month — copy, paste, and send. You don't have to write anything, use every month, or send them during their labeled month; just grab whichever pieces are useful, whenever they fit.

How to use it

- **Grab the month-labeled email from the microsite.** Open your [microsite](#) (Monthly Toolkits tab), take the email labeled for the month, and send it — copy and paste, no writing.
- **Use the pieces whenever they help.** There's no pressure to use them all, or to send one during its specific themed month. Pull what's useful, when it's useful.
- **Coordinate with Sequoia's calendar.** Because the emails already match Sequoia's monthly themes, sending them keeps Found part of one connected benefits story — not a separate ask.

The big picture: coordinate Found with Sequoia's calendar and your other benefits so employees hear a steady, connected message all year — not a burst at launch and silence after.

7 • Communication cadence & channels

The goal is steady presence without fatigue — and for a small team juggling many benefits, "steady" can be light. A realistic baseline is as little as one active touch per quarter, scaled up or down to fit your bandwidth, while always-on channels (intranet, posters) do the quiet work in between. The cadences below are suggestions, not obligations; if even that feels like a lot, Section 5 is your floor.

Channel playbook

Channel	Suggested cadence	Best for / tips
Email (from a leader)	Launch + quarterly	Highest-impact push. Personal sender, benefit-forward subject line, one clear button to the sign-up link.
Slack / Teams	1–2× per month	Conversational, fast. Great for reminders, stories, and challenge updates. Pin the sign-up link in the benefits channel.
Company newsletter	Monthly or quarterly	Steady drumbeat. Rotate the two tracks, member stories, and seasonal themes from the monthly toolkits.
Intranet / benefits portal	Always on	The home base. Dedicated Found page with the link, FAQ, flyer, and webinar embedded. Keep it one click from the benefits landing page.
Manager cascade	Launch + 1–2×/year	Trusted voice. Give managers 2–3 talking points, not a script to read (Template 8.8).
Posters / flyers + QR	Always on; refresh quarterly	Essential for frontline/deskless staff. Break rooms, time clocks, restrooms. QR code straight to the link.
Town hall / all-hands	Launch + OE	30-second leader mention + one slide. Signals leadership endorsement.
Live webinar / lunch & learn	2x per year	Deepens understanding and answers real questions. Record and share the replay.
Text / SMS (if used)	Sparingly	Powerful for deskless teams. Keep to launch and one or two reminders; short link only.

Fatigue guardrail: if you're pushing more than about twice a week to the same audience, rotate the angle (cost, privacy, a story, a track, a challenge) rather than repeating the same ask. Variety reads as helpful; repetition reads as noise.

Don't forget the people email misses

A single all-staff email reaches only the people who already read all-staff emails. Three groups are easy to miss — reach each with a small adjustment, and keep every message respectful and shame-free (health and energy, never appearance or willpower).

- **Frontline / deskless staff.** Use QR-coded posters at time clocks and break rooms, a manager huddle mention, and (if you use it) a short SMS. Bring sign-up to where they are.
- **Multilingual teams.** Translate the flyer and your key emails, and recruit a bilingual champion so "is this legit?" gets answered in the right language.
- **The privacy-sensitive.** Say clearly and often that Found is confidential; let people enroll on their own device and time, and never single anyone out.

8 • Ready-to-use templates

Copy, paste, and personalize. Replace anything in **[brackets]** with your details. Every call-to-action points to the single sign-up link — please don't swap in a different URL. Found also provides an editable launch email template and employee-facing slides on your [microsite](#) (Launch Resources tab) you can build from.

Keep these two facts accurate in every message: (1) the membership is 100% employer-paid; (2) Found is confidential — the company never sees individual health information.

8.1 Launch announcement email (from a leader)

EMAIL • LAUNCH ANNOUNCEMENT

Subject: A new benefit that's 100% covered by [Company]: personalized weight care with Found

Preview text: Board-certified care, coaching, and tools — at no membership cost to you.

Hi [First Name],

Your health is one of the best investments we can make together — so I'm excited to share a benefit we're now covering in full for everyone on our medical plan: Found.

Found is a comprehensive, virtual weight-care program built around your biology, not a one-size-fits-all diet. Depending on what's right for you, you'll get:

- 1:1 visits with board-certified clinicians who specialize in weight care (only 1% of clinicians are trained in this);
- a personalized plan that may include medication when clinically appropriate — or a coaching-only wellness track if that's your preference;
- chat-based health coaching, AI-powered nutrition tools, and an app to keep it all in one place.

The best part: [Company] covers your full Found membership, so there's no membership cost to you. It's private, too — Found never shares your individual health information with us.

There's one place to start:

→ [Get started with Found](#)

Questions? Reach the Found team directly at employersupport@joinfound.com.

To your health,

[Leader name, title]

8.2 Reminder email ("in case you missed it")

EMAIL • REMINDER

Subject: Still on your list? Your Found membership is ready (and free)

Hi [First Name],

A couple of weeks ago we shared that [Company] now fully covers Found, our personalized weight-care benefit. If you meant to check it out and life got busy — this is your nudge.

Whether you're curious about the clinical program or just want a coach and better tools, there's a track for you. It takes only a few minutes to get started, and there's no membership cost.

→ [Start here](#)

Not sure it's for you? Email employersupport@joinfound.com with any questions.

8.3 Last-call / campaign close email

EMAIL · LAST CALL

Subject: Your [Company]-paid weight-care benefit is ready when you are

Hi [First Name],

Our [Spring Reset / Summer Strong] kickoff wraps up [date]. Dozens of your colleagues have already started with Found — a personalized, [Company]-paid weight-care program. There's still time to join them.

→ [Claim your benefit](#)

You can start any time, but there's no reason to wait when it's already covered for you.

8.4 Slack / Teams post (launch)

SLACK / TEAMS · LAUNCH

 **New benefit alert!** We're now fully covering **Found** — personalized, virtual weight care built around your biology.

- ✓ Board-certified clinicians + chat-based coaching
- ✓ Medication when it's right for you, or a coaching-only track when it's not
- ✓ \$0 membership — covered by [Company]
- ✓ 100% private; we never see your health info

👉 One place to start: <https://joinfound.com/employers/sequoia-clients>

Questions? employersupport@joinfound.com (📌 pinning this to the channel)

8.5 Slack / Teams post (monthly nudge + story)

SLACK / TEAMS · MONTHLY NUDGE

💬 Reminder: your **Found** membership is still 100% covered. This month's theme: [e.g., "Navigating life's transitions" — build routines that stick].

One of our teammates shared: "[Short, permission-approved quote about energy, confidence, or a habit that changed]."

Curious? Start in a few minutes here 👉 <https://joinfound.com/employers/sequoia-clients>

8.6 Newsletter blurbs (short + long)

NEWSLETTER · SHORT BLURB

Weight care, on us. [Company] now fully covers Found — personalized, virtual weight care with board-certified clinicians, coaching, and smart tools. Choose a medication or coaching-only track. \$0 membership, fully private. [Get started →](#)

NEWSLETTER · LONG BLURB**A benefit worth a few minutes of your time**

Losing weight is hard when you're doing it alone with generic advice. Found is different: it's a comprehensive weight-care program tailored to your biology, and [Company] now covers the full membership for everyone on our medical plan.

If it's right for you, you'll work 1:1 with clinicians who specialize in weight care and can prescribe medication when appropriate. Prefer to skip medication? The wellness track pairs you with a certified coach plus nutrition and habit tools. Either way, it's private — we never see your health information — and there's no membership cost to you.

There's one simple place to begin: <https://joinfound.com/employers/sequoia-clients>. Questions? employersupport@joinfound.com.

8.7 Intranet / benefits portal copy**INTRANET · BENEFITS PAGE****Found: Personalized Weight Care (100% covered by [Company])**

Found is a virtual weight-care program designed around your biology. As part of our medical plan, your Found membership is fully paid — there's no membership cost to you, and your health information is never shared with [Company].

What's included

- 1:1 care from board-certified, obesity-medicine clinicians
- A personalized plan — with medication when clinically appropriate, or a coaching-only wellness track
- Chat-based health coaching, AI-powered nutrition guidance, and the Found app

How to get started

Visit <https://joinfound.com/employers/sequoia-clients> — it's the only place to enroll — and follow the steps. It takes just a few minutes.

Resources

- Get started: <https://joinfound.com/employers/sequoia-clients>
- Questions: employersupport@joinfound.com

Need help? Email employersupport@joinfound.com.

8.8 Manager talking points (for team meetings)

MANAGER · 60-SECOND TALKING POINTS

Use your own words — here are the points that matter:

- "[Company] now fully covers a weight-care benefit called Found. The membership is free to us."
- "It's real clinical care — clinicians who specialize in weight — plus chat-based coaching and an app. There's also a coaching-only option if medication isn't your thing."
- "It's completely private. The company never sees your health information."
- "If you're even a little curious, it takes a few minutes to start. There's one link: joinfound.com/employers/sequoia-clients."

You don't need to share anything personal or track who signs up. Just let people know it exists, it's covered, and it's private.

8.9 Champion recruitment message

EMAIL / DM · RECRUITING CHAMPIONS

Subject: Want to help your teammates get healthier? (5 min/month)

Hi [First Name],

We're rolling out Found — a weight-care benefit [Company] now fully covers — and we're looking for a few people across teams to help spread the word. As a Found champion you'd simply share a post now and then, answer "is this legit?" questions, and (if you're comfortable) talk about your own experience. About five minutes a month.

Interested? Just reply here. Thank you for helping your colleagues take advantage of something great.

8.10 Text / SMS (for deskless teams)

SMS · LAUNCH + REMINDER

Launch: [Company] now covers Found — personalized weight care, \$0 membership, 100% private. Start here: [short link]. Reply STOP to opt out.

Reminder: Still free, still here. A coach + clinical care built around you. Takes 5 min to start: [short link]

9 • Seasonal campaigns & events

Standing benefits fade into the background; time-boxed campaigns create a reason to act now. Layer one or two of these on top of your always-on communication each year.

Campaign ideas

- **New-Year Reset (January).** Your biggest push — resolutions meet a benefit that's already paid for. Kick off with a leader email and a 4-week habit challenge.
- **Spring Reset (April).** A fresh, lower-pressure re-recruitment moment; lean on the wellness track.
- **Summer Strong (June).** Energy and confidence framing; short and upbeat.
- **Open-Enrollment spotlight (Oct/Nov).** Feature Found prominently while people are already thinking about their health plan.
- **Holiday Maintain, Don't Gain (Nov/Dec).** Reframe from loss to maintenance so members stay engaged through a hard season.

Events that drive sign-ups

Live or on-demand webinar

Found provides an on-demand program overview webinar (on your [microsite](#), Video Overview tab) you can share any time. To run your own live session, use the employee-facing slides from the Launch Resources tab, invite the whole company, and open with the "\$0 to you" message. Record it and post the replay on your intranet for anyone who missed it. A live Q&A is where skeptics get their "is this legit?" questions answered — which is exactly what converts them.

Lunch & learn

A 30-minute, informal session (virtual or in person) works well 2–4 weeks after launch. Keep slides light, leave time for questions, and have the sign-up link and QR code on screen the entire time.

Benefits fair / open enrollment table

Staff a Found table with the printed flyer and FAQ (from your [microsite](#), Launch Resources tab), a QR code to the sign-up link, and a device where people can enroll on the spot. On-the-spot enrollment dramatically beats "I'll do it later."

Biometric screening or wellness-day tie-in

If you run screenings, that's a natural, private moment to hand someone the flyer — they're already thinking about their numbers. Keep it opt-in and never tie it to any individual's results.

10 · Champion & leadership toolkit

People trust people. A recommendation from a peer or a visible nudge from a leader will out-perform any official channel. Build both.

Employee champions

Champions are volunteers who help Found spread by word of mouth. Aim for 1 per ~50 employees, spread across departments, locations, and languages.

What they do

- Share launch and monthly posts in their team channels, in their own voice
- Answer informal "is this worth it?" questions
- If comfortable, share their own experience (never required)
- Flag barriers back to you ("people think it's only for GLP-1s") so you can adjust

How to support them

- **Give them a simple kit:** the sign-up link, the flyer and FAQ (from the [microsite](#), Launch Resources tab), and 2–3 pre-written posts from Section 8.
- **Brief them first** with the overview webinar (microsite, Video Overview tab) so they feel informed.
- **Recognize them** — a thank-you from leadership, a small perk, or a shout-out keeps energy up.

Use Template 8.9 to recruit them.

Leadership sponsorship

Utilization climbs when employees see that leaders genuinely back the benefit. Ask your sponsors to:

- Send the launch email under their own name (Template 8.1)
- Spend 30 seconds on Found at an all-hands, with one slide
- If willing and appropriate, mention their own use — powerful for normalizing

Manager enablement

Managers are your highest-leverage messengers because they talk to their teams every week. Don't hand them a policy — hand them the 60-second talking points in Template 8.8, and reassure them they don't need to track sign-ups or discuss anyone's health. Their only job is to make sure their team knows Found exists, that it's covered, and that it's private.

11 • Low utilization? Diagnose & fix

Low numbers almost always trace back to one of a handful of fixable causes. Work down this list before concluding "our people just aren't interested" — in our experience, they are; the message just hasn't reached them the right way yet.

If you're seeing...	The likely cause	The fix
Low awareness / few clicks	Too few touchpoints; one email and silence.	Run the rule of 7: add Slack, intranet, manager cascade, and posters. Repeat monthly (Sections 6–7).
"It's not for me"	People think it's GLP-1-only or only for a certain body type.	Lead with the coaching-only wellness track and inclusive, shame-free framing.
Hesitation / no response	Privacy fear — "will my employer see this?"	State the confidentiality promise loudly and often. Let people enroll privately on their own device.
Frontline lagging behind	Digital-only comms don't reach them.	Posters + QR, SMS, and manager huddles. Bring sign-up to where they are (Section 7).
Good launch, then a cliff	Communication went dark after week two.	Start the monthly toolkit cadence and a seasonal campaign so it never goes quiet.

You're not troubleshooting alone. Your Found team can review your utilization data with you and recommend specific next steps. Reach them at employersupport@joinfound.com — bring them in early rather than waiting for the renewal conversation.

12 • Metrics that matter

Engagement is a funnel. Watching the whole funnel — not just the final number — tells you exactly where to push. Your Found team can provide the program-level data; you'll pair it with what you can see in your own channels.

The engagement funnel

Stage	What to measure	What it tells you
Awareness	Email opens, Slack reactions, intranet page views, webinar attendance	Is the message reaching people at all? Low here = a channel/reach problem.
Interest	Clicks on the sign-up link, QR scans	Is the message compelling? Reach is fine but clicks low = change the hook.
Enrollment	Members who sign up (from Found)	The headline number. Track as a % of eligible population.
Activation	Members who complete onboarding / first visit (from Found)	Are sign-ups turning into care? A gap here needs onboarding nudges.
Retention	Members still active at 3 / 6 / 12 months (from Found)	Is the program delivering enough value to keep people? Drives renewal ROI.

Benchmarks & cadence

- **Set a target.** Agree an enrollment goal with Found up front (as a % of eligible employees) so you know what "good" looks like for your population.
- **Review at 30, 90, and 180 days**, then quarterly. Early reviews let you fix reach problems while the launch is still warm.
- **Watch the shape, not just the total.** Strong awareness but weak clicks is a different problem than weak awareness — and needs a different fix (Section 11).
- **Ask Found for the breakdown.** Your Found team can share how enrollment is tracking against your eligible population and where it's lagging — so you don't have to build reporting yourself.

Turning data into action

What the data shows	How to adjust
Awareness low across the board	Add channels and repeat; you're under-communicating.
Clicks high, enrollment low	Reduce friction; add FAQ/webinar; run on-the-spot enrollment.
Strong start, fading fast	Layer on the monthly cadence and a seasonal campaign.

13 · Your resource hub: the microsite

One place, always current. Rather than list files here that can go out of date, this guide points you to your Found microsite, where every asset is kept current for you:

→ <https://business.joinfound.com/sequoia>

It's organized into three simple tabs. Whenever you need something, start there — the links will always be right.

Microsite tab	What's there	Reach for it when...
Video Overview	The on-demand program overview webinar.	Briefing your team or champions, or sharing a quick explainer with employees.
Launch Resources	Flyer, FAQ, launch email template, and employee-facing + sign-up slides.	Launching or relaunching — everything to announce Found and help people enroll.
Monthly Toolkits	A themed email each month, aligned to Sequoia's calendar.	Keeping communication going — grab the current month and send it.

The two links to remember (these don't change):

Employee sign-up — the only place to enroll: <https://joinfound.com/employers/sequoia-clients>

HR & employee support: employersupport@joinfound.com

How to use this guide with the microsite: treat the playbook as your strategy and the microsite as your supply closet. The playbook tells you what to do and when; the microsite holds the ready-made assets to do it. Bookmark both.

Your Found team is here to help

This playbook is a starting point, not a solo assignment. Whether you're planning a launch, resetting a quiet program, or prepping for your 2027 renewal conversation, your Found team can help you build the plan and read the data.

Employee sign-up (the only place to start): <https://joinfound.com/employers/sequoia-clients>

HR & employee support: employersupport@joinfound.com

Resource microsite: <https://business.joinfound.com/sequoia>

Here's to a healthier, more engaged year ahead.