MemberAssist
Powered by Overalls

SAMPLE LAUNCH EMAIL:

Subject: New Benefit: Meet MemberAssist — Your Personal Concierge & Benefits Resource

We're excited to announce a brand-new benefit just for Union Members —
Introducing **MemberAssist**, your **personal life concierge** *and* your **benefits resource**, powered by Overalls!

Life's to-do list can pile up fast — but with MemberAssist, you don't have to tackle it alone. Whether it's scheduling appointments, navigating healthcare, apartment hunting, or figuring out what benefits you're eligible for, MemberAssist is here to help.

Here's what you can use it for:

- Finding a doctor, dentist, or mental health provider
- Managing insurance or understanding your union benefits
- Booking child care, elder care, or pet care
- Travel planning, home repairs, and more!

How it works:
Just submit a request through the Overalls platform and a real-life concierge will jump in to help — communicating with you by text, email, or phone (your choice). Your requests are 100% confidential between you and the Overalls team.

Create your account now: www.MemberAssist.net

This service is **completely free for you** — your union has covered the cost so you can get expert help, save time, and reduce stress.

Make life easier. Try MemberAssist today.

– Your Union Team

SAMPLE REMINDER EMAIL:

Hi [First Name],

This is your reminder that MemberAssist is your FREE personal concierge service — and your go-to benefits resource, too!

What is MemberAssist?
It's like having a personal assistant in your pocket. Whether you're tackling life's to-dos or trying to make sense of your union benefits, MemberAssist is here to help — at no cost to you.

How it works:
👉 Just submit a request anytime — big or small
👉 Our expert LifeConcierges get to work for you
👉 You get more time back in your day 🙌

And remember — this isn't just another perk. MemberAssist is your one-stop shop for navigating and maximizing all the benefits your union offers.

- It's fast.
- It's easy.
- And it's 100% FREE through your union.