

A GUIDE TO WRITING A GREAT WELCOME EMAIL TO
NEW EMPLOYEES



A successful onboarding strategy has many elements; one very easy yet very effective step that all organizations must master is the welcome email or letter to a new employee. It's important to write an authentic, engaging, clear and concise email or letter. Don't worry, it's not as difficult as you might think, although it is important to do it right.

In this article, you'll find a handy template that you can use to get started. Do keep in mind that there is always some room for flexibility and creativity, especially when it comes to the details of the organization. Before we begin, let us first start with -

What is a Welcome Email? And why is it important?

The welcome email, as the name suggests, is the first official message that a new employee receives from the organization he has just joined. It is not just a way to verbalize how excited you are to work with this person, but it's also a way of sharing an overview of what he needs to know and the subsequent next steps. If done really well, a welcome letter is also a good way for the employee to remember their start in the company later on.

Who Writes a Welcome Email?

The welcome letter has to be written by the manager so that it can start the relationship between manager and employee on a good note right from day one. By writing a genuine and friendly letter, the new employee will feel more engaged and trusting of the manager and thereby, the organization.



How to write the Welcome Email for New Employees?

The letter should evidently start with a welcome message to the employee. The next step of the letter, as explained by Harriet Peele, an HR Manager at Paper Fellows, is to introduce yourself and explain briefly how your role in the organization. You can even share your own experience with the new employee to build trust between you, the manager, and the hire. Be careful about not oversharing to save some of these discussions for in-person meetings.

The next part of the letter should explain the logistics of their first day, including where and what time to start, what to expect and prepare in advance. You may also share the details of the dress code if applicable.

Lastly, finish the letter with a short overview of the whole onboarding journey and how to become a full employee. Remember! This is a good place to bring up the qualities of the employee that got them hired in and how you see them fitting into the organization.

You should always be Clear and Professional in your welcome email for new employees.

Your welcome letter or email must be written clearly and professionally without mistakes, or you risk giving a poor impression on your new employees. Below is a list of tools that can help you write the perfect email:

- Make sure you get started on the right path. You can refer to some writing guides if you wish.
- Use good editing tools that will scan your email and point out to you the errors in flow, structure, or consistency.
- You can also use grammar resources that will review your welcome letter for any spelling or grammar mistakes.
- Don't forget to proofread your message before sending it out to your new employees. You may also run it through your colleagues for better insights.

Here's a sample Welcome Email Template for you!

Dear <Name>,

Welcome to <company name>! We're so excited to have you join our growing team, and I believe you'll be a great fit here.

I'm looking forward to getting to know you better in the next weeks and months. As your manager, I'm excited to see how you'll fit and grow with the team and see what you can bring to the group.

I'll see you on <date and time> at <location>. We'll meet over coffee to sort out your paperwork and then go on an informal tour of the office to meet the rest of the team. Don't worry about anything – just bring yourself!

Looking forward to seeing you on <date>,

<Your name, title, and contact information>

Now that you've learned all the basics of writing a great welcome letter and seen an example, it's time to start writing your own welcome emails to new hires.



Template 1:

Dear <Name>,

Welcome to <company name>! We are pleased to have you join our growing team.

I'm <Your Name>, and I will be your Manager for the <Job Name> role. I enjoyed talking to you <insert interview date>, and I'm looking forward to seeing you on <date and time> in our office.

I believe that you'll be an excellent fit for this role. We chose you because of your <insert some positive skills about the candidate>.

As it's going to be your first day on the new job, we have made this plan to help you settle in quickly.

First, we shall visit the HR Department and sort out your paperwork. Our HR Manager will tell you about our company's policies, our work culture, etc.

Next, we shall get you settled at your work station and then, go on an informal tour of the office to meet the rest of the team.

Our dress code is <insert appropriate style: casual/formal>.

If you have any questions for me or need any other information, you can email me right away. You can also ring me on my phone <phone number>.

I look forward to meeting you on <date>.

Best,
<Your Name>



Template 2:

Dear <Candidate Name>,

Welcome to <Company Name>! We are happy to have a motivated and professional individual like you working with us.

As your Manager, you will be working closely with me. I am looking forward to getting to know you better, and hearing your ideas and thoughts about <insert some primary skill/task that the candidate is expected to do>.

I shall see you on <date and time>. If you have any questions, don't hesitate to call or email me.

Welcome aboard!

<Your Name>



Template 3:

Dear <Name>,

Welcome to <company name>! We're so excited to have you join our growing team, and I believe you'll be a great fit here.

I'm looking forward to getting to know you better in the next weeks and months. As your manager, I'm excited to see how you'll fit and grow with the team and see what you can bring to the group.

I'll see you on <date and time> at <location>. We'll meet over coffee to sort out your paperwork and then go on an informal tour of the office to meet the rest of the team. Don't worry about anything – just bring yourself!

Looking forward to seeing you on <date>,
<Your name, title, and contact information>



Template 4:

Hi <Candidate Name>

On behalf of the entire team, I welcome you to <Company Name>. We are excited to start working with you on <date and time>.

I have enclosed your employee handbook and other necessary information for your reference. Kindly read them carefully and sign the required documents. We expect you to get the signed copy of these documents on your first day at work.

I will be glad to answer any of your questions. Feel free to call me on my phone <insert phone number> or email me!

Looking forward to working with you.

Regards,
<Your Name>



Template 5:

Dear <Name>,

We are delighted to welcome you as the newest member of our <Department> team at <Company Name>. We hope that your fresh ideas and thoughts will help us achieve our goals and grow as a leading <industry> company.

As discussed, your first day at <company name> will be on <date>. We expect you to be in the office by <time>. The dress code here is <dress code type>.

We have a friendly working environment and a family-like atmosphere. We are always open to innovative ideas and improvements. You are an integral part of our team now, and we value your suggestions.

Should you have any queries or questions, please feel free to write them to me anytime.

Best Regards,
<Your Name>



Template 6:

Hi <Name>,

Welcome to <Company Name>! I wish to tell you that our whole <department name> department is excited to have you on the team. I believe that you will be a great fit here!

I'm looking forward to see you on your first day i.e. <day>, <date> at <time>. FYI, the dress code here is <dress code type>. I have briefly listed out this plan to help you get settled on your first day. I shall meet you at the reception, and then we shall together visit the HR Department to get your paperwork done. Post that, we shall get you settled at your work station and get your email and other things done from the IT Team. Then, we shall go on an informal tour of the office to meet the rest of the team.

If you have any questions, please feel free to email or call me. My number is <phone number>.

We look forward to working with you.

Regards,
<Your Name>

