

Lisa Denten Portfolio
Email Example--Before



Activate Drivewise® to start earning rewards.

Michael S. Kent, President

Thanks for your continued interest in *Drivewise* — just a few more steps to complete your switch to our mobile program. By activating *Drivewise*, you'll get a discount* on your auto policy just for participating and can earn cash back** after your first 50 trips and every six months thereafter for your safe driving. Plus, you get Allstate Rewards® points that can be used for savings on brand-name merchandise, gift cards and more.

Here's what you need to do to get started:

If you've already registered for My Account, follow these steps:

1. [Download](#) the Allstate® mobile app and log in using your My Account ID.
2. Activate *Drivewise* within the app.

If you have *not* registered for My Account, follow these steps:

1. [Download](#) the Allstate mobile app and create an account in the app.
2. Activate *Drivewise* within the app.

That's it. Drive safe and watch your rewards add up!

Each driver you sign up will receive an email with more instructions and a unique **activation code** to activate *Drivewise*. You can manage drivers on your policy through [My Account](#) at [Allstate.com](#).

Please return your Drivewise device

1. [Print](#) the postage-paid label
2. Place the device in the original box or a padded envelope.
3. Place it in the mailbox, drop it off at any post office or take it to an authorized [FedEx](#) location

If you have any questions, please don't hesitate to call me at [\(800\) 424-4242](#) or [email](#) me today.

Michael S. Kent, President
Your Allstate Agent