Bonus announcement email

Tell individuals about their own bonus in a 1:1 first and send the email the same day. Send company-wide announcements a week or more before the pay date, and announce new incentive plans before the period they cover starts.

INDIVIDUAL ANNUAL BONUS

Subject: Your [Year] bonus

Hi [First Name],

Following our conversation today, I'm happy to confirm your bonus for [Year]: [Bonus Amount], gross.

How it was calculated:

- Target bonus: [Target Percent]% of base salary ([Target Amount])
- Company performance factor: [Company Factor]
- Individual performance factor: [Individual Factor]

The bonus will be paid on [Pay Date] in a separate payment and is subject to the usual tax withholding, so the amount you receive will be lower than the gross figure.

This reflects your work on [Specific Contribution]. Thank you.

[Manager Name]
[Title], [Company]

COMPANY-WIDE PAYOUT

Subject: [Year] bonus payout on [Pay Date]

Hi everyone,

Good news: because we reached [Company Goal, e.g. 108% of our revenue target], the [Year] bonus plan will pay out at [Payout Percent]% of target.

What this means for you:

- Eligible employees will see the bonus in their [Pay Date] paycheck.
- You're eligible if you were employed on [Eligibility Date] and [any other condition, e.g. are still employed on the pay date].
- Your manager will share your individual amount by [Manager Conversation Date].

Bonuses are taxed as supplemental wages, so your withholding on this payment may look different from a regular paycheck. Questions about the calculation go to your manager; questions about payroll go to [Payroll Contact].

Thank you for a strong year.

[Executive Name]
[Title], [Company]

SPOT BONUS

Subject: A thank-you for [Specific Work]

Hi [First Name],

What you did on [Specific Work] made a real difference. [One or two sentences on the result, e.g. covering three extra shifts during the storm outage kept our service level above 80% for the whole week.]

To say thanks, you'll receive a spot bonus of [Bonus Amount] (before tax) in your [Pay Date] paycheck.

Thank you,
[Manager Name]

NEW INCENTIVE PROGRAM

Subject: New [Quarter] incentive for [Team Name]: how it works

Hi team,

Starting [Start Date], we're launching a [Quarter] incentive for [Team Name].

How it works:

- Measure: [Metric, e.g. monthly quality score and attendance]
- Payout: [Payout Rule, e.g. $150 per month for a QA average of 90%+ with no unexcused absences]
- Paid: [Payment Timing]
- Eligibility: [Eligibility Rules]

The full plan rules are here: [Plan Link]. [Company] may change or end the program with notice; any amount already earned under the rules will be paid.

Questions? Ask your team lead or reply to this email.

[Your Name]
[Title], [Company]

SUBJECT LINE IDEAS

• Your [Year] bonus

• [Year] bonus payout on [Pay Date]

• A thank-you for [Specific Work]

• Bonus confirmation: [Bonus Amount]

• New [Quarter] incentive: how it works

• Our [Year] results and your bonus

• Your [Quarter] incentive payout

SMS / WHATSAPP VERSION

Hi [First Name], it's [Manager Name] at [Company]. Thanks for [Specific Work]. You've earned a [Bonus Amount] bonus (before tax), paid on [Pay Date]. Details are in your email.

Placeholders to replace: [First Name], [Year], [Quarter], [Bonus Amount], [Target Percent], [Target Amount], [Company Factor], [Individual Factor], [Payout Percent], [Company Goal], [Pay Date], [Eligibility Date], [Specific Contribution], [Specific Work], [Metric], [Payout Rule], [Plan Link], [Payroll Contact], [Manager Name], [Executive Name], [Team Name], [Title], [Company]