

COMMUNICATION KIT · FILLABLE

Plain-Language Communication Kit

Three messages that get employees to act, without confusion.

For administrators

Most enrollment problems are really communication problems. Send these more than once, keep them plain, and always say what is changing, what to do, and by when. Fill in the fields.

MESSAGE 1 · ANNOUNCEMENT

Send before the window opens

Subject: Your benefits re-enrollment opens date — here's what to know

Hi first name,

Benefits re-enrollment for year opens on open date and closes on close date. This is your chance to review your coverage and make any changes for the year ahead.

What is changing this year: note any changes to options, coverage, or costs — if nothing is changing, say so plainly

What you need to do: e.g. review your options and confirm or update your elections by the deadline

If you do nothing: e.g. your current coverage carries forward, or you must actively re-enroll

We will share tools to help you compare your options before the window opens. Watch for the next email.

Questions? Reach out to contact.

signature

MESSAGE 2 · REMINDER

Send mid-window

Subject: Reminder: benefits re-enrollment closes close date

Hi first name,

A quick reminder that benefits re-enrollment closes on close date. If you have not reviewed your options yet, now is a good time.

To make your choices: link or instructions

To compare options and costs: link to comparison

To check if an expense is eligible: link to coverage lookup

It takes about X minutes. If you have questions, contact is happy to help.

signature

MESSAGE 3 · FINAL DEADLINE

Send 1–2 days before close

Subject: Last chance: benefits re-enrollment closes close date

Hi first name,

Benefits re-enrollment closes on close date at time. This is the last day to make changes for year.

If you have already enrolled: thank you, nothing more to do.

If you have not: explain what happens if they miss it — e.g. current coverage carries forward, or coverage lapses / limited options until next year

Make your choices here: link

If something is stopping you from finishing, reply to this email and we will help right away.

signature

Tip. For the reminder and deadline messages, send only to employees who have not yet completed their re-enrollment, if your system lets you. It keeps the message relevant and increases response.

LESS CHASING, MORE DONE

On Effortless, reminders go out **automatically** to only who needs them.

Targeted nudges, live comparison tools, and eligibility answers — built into the employee's enrollment experience.

[Book a live demo →](#)

effortlessadmin.com

