**Short messages to send to employees to advertise an upcoming enrollment**

If you have the capability to text employees directly to remind them about an upcoming enrollment, we recommend sending three texts, starting with when an employee can first begin learning about their benefits and/or sign up for an enrollment session, and with the last text about a week before enrollment closes.

These messages can also be used for any other situation in which a short-form prompt is called for; for instance, a notification from a benefits app, or as a tagline on a banner ad,

Below are some suggested prompts. You can customize these to fit your enrollment.

--

**Schedule a meeting with a counselor:**

1. Benefits enrollment is coming soon at [EMPLOYER]! Meet one-on-one with a benefit counselor to understand and select your benefits: [URL]
2. Have you made your [YEAR] appointment with a Benefit Counselor yet? Learn more about [PRODUCT], [PRODUCT] and [PRODUCT], and [FEATURE]: [URL]
3. [YEAR] benefits enrollment for [EMPLOYER] is now underway! The last date for meetings this year is [DATE], so visit [URL] to sign up for your consultation ASAP.

--

**Enroll one-one-one by phone:**

1. [EMPLOYER] employees: [YEAR] benefit elections now available! Enrollment runs through [DATE]. Call [PHONE#] to discuss your current benefits options with a Benefit Counselor.
2. Reminder – call to review your benefits and enroll! Benefits now available include [PRODUCT], [PRODUCT] and [PRODUCT]. Plus: [FEATURE]. Call today: [PHONE#]
3. Final reminder – get help with your [EMPLOYER] benefits! Call by [DATE] to speak with a Benefit Counselor and enroll. Don’t miss this opportunity! [PHONE#]

--

**Generic enrollment (no specific instructions)**

1. Benefits enrollment is approaching! Enrollment for [EMPLOYER] will be from [DATE] through [DATE]. Click to learn more about the valuable benefits available to you: [URL]
2. Benefits enrollment begins today! Learn more about [PRODUCT], [PRODUCT] and [PRODUCT], and how you can take advantage of these benefits: [URL]
3. [EMPLOYER] employees: last chance to review your benefits and enroll! Visit [URL] for information on your options and enrollment information. Final day to enroll is [DATE].

A112-2312 (10-18)