



Launching your Summer Basic benefit

Set your team up for a successful launch and drive strong employee engagement from day one.



Step 1: Prepare for Launch

- ☐ Determine who will receive benefit access and finalize policy
- ☐ Provide employee eligibility data / HRIS connection (if applicable)
- ☐ Identify internal stakeholders (HR, Comms, Benefits)
- ☐ Confirm launch timeline and key milestones

Best practices:

- Align internally on how this benefit fits into your broader total rewards strategy
- Make sure managers/HRBPs understand the value so they can reinforce it

Step 2: Announce the Benefit

- ☐ Send a [company-wide launch email](#) (which contains clear instructions on how to enroll and highlights key value propositions!)

Best practices:

- Include in all-employee email or newsletter to maximize reach
- Send on a Tuesday morning (highest reach and engagement)

Step 3. Reinforce with Ongoing Communications

- ☐ Send [recurring reminder emails](#) reminding employees of Summer access

Best practices:

- Highlight different use cases of Summer's offerings

Step 4. Drive Engagement with Multiple Channels

- ☐ Add Summer to your intranet/benefits hub
- ☐ Distribute one-pagers, posters, and internal resources

Best practices:

- Promote household access to expand reach beyond just employees