

Summer

Launching your Summer benefit

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



Step 1: Prepare for Launch

- ☐ Provide a centralized inbox to route PSLF forms within your agency
- ☐ 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 to maximize reach
- Send on a Tuesday morning (highest reach and engagement)

Step 3: Reinforce with Ongoing Communications

- ☐ Send [recurring reminder emails](#) revolving around deadlines (e.g., IDR recertification, PSLF updates) or to share testimonials from employees

Best practices:

- Summer will let you know about relevant moments (tax season, back-to-school, etc.) and provide copy
- Highlight different use cases of Summer's offerings

Step 4: Drive Engagement with Multiple Channels

- ☐ Partner with Summer to set up a monthly webinar (Summer can host!)
- ☐ Add Summer to your intranet/benefits hub
- ☐ Distribute one-pagers, posters, and internal resources
- ☐ Share benefit during new employee onboarding

Best practices:

- Promote household access to expand reach beyond just employees