Open Enrollment Communication Templates

These templates help you communicate open enrollment clearly and consistently. Each template corresponds to a key stage of the enrollment period, from the initial announcement through the final thank-you message. Use these templates as written or adapt them to your workforce.

1. Pre-Announcement Communication

Subject	Get Ready – Open Enrollment Starts Soon
Template	Hi {FirstName}, open enrollment at {CompanyName} starts {StartDate}. Get ready to review your benefits and check out {NewBenefit}. Open enrollment begins soon! Mark your calendar: {StartDate}–{Deadline}. Details for {Location} coming shortly. Reminder: Your chance to update benefits starts {StartDate}. Don't miss new options like {NewBenefit}. Watch for next steps.

2. Open Enrollment Kickoff

Subject	Open Enrollment Is Now Live – Make Your Selections
Template	Hi {FirstName}, enrollment is now open! Log in by {Deadline} at {PortalLink} to choose your benefits for 2025. It's time! Open enrollment runs {StartDate}–{Deadline}. Complete yours today at {PortalLink}. Help:

	{HRContact}. Open enrollment has started. Review health, dental, vision & more. Finish by {Deadline} at {PortalLink}.

3. Mid-Enrollment Reminder

Subject	Don’t Miss Out – Enrollment Is Underway
Template	Hi {FirstName}, half the team is already enrolled! Top pick: {TopBenefit}. Confirm your benefits today: {PortalLink}. Enrollment is underway. {EnrolledPercentage}% done so far. Complete yours now: {PortalLink}. Need help? {HRContact}. Still deciding, {FirstName}? Review options & enroll before {Deadline}. Visit {PortalLink}. Feedback poll: {PollLink}.

4. Last Call for Enrollment

Subject	Final Reminder – Enrollment Ends {Deadline}
Template	Final hours! Enrollment closes {Deadline} at {LocalCloseTime}. Finish now at {PortalLink}. Don’t miss out! Open enrollment ends today. Complete at {PortalLink} before {LocalCloseTime}. Urgent: Your benefits selection deadline is today. Submit choices at {PortalLink}. Support open till {ExtendedHours}.

5. Post-Enrollment Acknowledgment

Subject	Thank You for Completing Enrollment
Template	Thanks {FirstName}, your enrollment is confirmed for {EffectiveDate}. Copy at {PortalLink}. Feedback? {SurveyLink}. Enrollment is complete! Your benefits are active from {EffectiveDate}. Survey: {SurveyLink}. Hi {FirstName}, you're all set for next year's benefits. Need your summary? Get it at {PortalLink}.

6. Ongoing Communication

Subject	Make the Most of Your Benefits Year-Round
Template	This month's spotlight: {BenefitProgram}. Learn how it helps you save & stay healthy: {ResourceLink}. Hi {FirstName}, did you know you can update benefits mid-year for life events? Info: {ResourceLink}. Wellness update: Free {WellnessEvent} happening at {Location}. Join us! Details: {ResourceLink}.

Strategy Session

Reach out today to speak with a Yourco consultant about optimizing your employee benefits communication strategy.

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