

# Year-Round Benefits Communication Templates

4 ready-to-use email templates for HR teams

[onebenefits.ai](https://onebenefits.ai)

Benefits Introduction Email

Benefits Reminder Email

Benefits Update Email

Benefits Support Email

All templates can be automated, personalized, and deployed at scale  
using an AI-powered benefits communication platform.

## TEMPLATE 01

# Benefits Introduction Email

Use this template to orient employees to their full benefits package. Works for onboarding, annual refreshers, or any time you want to ensure employees know what's available to them.

**SUBJECT LINE**

Your benefits are here. Here's what you need to know.

**EMAIL BODY**

Hi [First Name],

We want to make sure you have everything you need to take full advantage of your benefits. Here's a quick overview of what's available to you as part of your [Company Name] benefits package:

**Health & Wellness**

- Medical: [Plan options and brief description]
- Dental & Vision: [Coverage summary]
- Mental Health / EAP: [Access link and brief description]

**Financial Benefits**

- 401(k): [Match details and enrollment link]
- FSA / HSA: [Brief description and contribution limits]

**Additional Benefits**

- [Benefit 1]: [Brief description]
- [Benefit 2]: [Brief description]

You can review your full benefits package and manage your elections at any time by visiting [Benefits Portal Link].

Questions? Our benefits team is here to help: [HR Contact / Chatbot Link]

[Sender Name]

[Title] | [Company Name]

**PERSONALIZATION  
TIP**

Integrate with your HRIS to auto-populate the employee's name, role, and eligible benefits. Eligibility-based filtering ensures each employee only sees the benefits they can actually access.

## TEMPLATE 02

# Benefits Reminder Email

Use this template to prompt employees to take action on benefits they may have overlooked or underutilized. Effective for mid-year engagement campaigns and any time utilization data shows a gap.

**SUBJECT LINE**

Are you making the most of your [Benefit]?

**EMAIL BODY**

Hi [First Name],

We noticed that [benefit / benefit category] is one of the most underutilized benefits in our package, and we want to make sure you're not missing out.

**Here's what [Benefit Name] covers:**

- [Key coverage point 1]
- [Key coverage point 2]
- [Key coverage point 3]

Getting started is simple. [One clear sentence describing how to access or enroll, with a link.]

If you have questions about whether this benefit is right for you, [HR Contact / Chatbot Link] can help you decide.

[Sender Name]

[Title] | [Company Name]

**AUTOMATION TIP**

Trigger this email automatically based on utilization signals from your benefits platform. Employees who have not accessed a benefit after 60 or 90 days make an ideal audience segment.

## TEMPLATE 03

# Benefits Update Email

Use this template to communicate changes, additions, or important news about your benefits program. Keeping employees informed builds trust and reduces confusion and inbound HR questions.

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**SUBJECT LINE**

Important update to your benefits package

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**EMAIL BODY**

Hi [First Name],

We have an update to share about your benefits package. Please read this message carefully, as it includes information that may affect your coverage or elections.

**What's changing:**

[Clear, plain-language description of the change. Include the effective date, what is changing, and what is not changing.]

**What you need to do:**

- [Action 1, if required]
- [Action 2, if required]
- [No action required if changes are automatic; confirm that here]

**Why we made this change:**

[Optional but recommended: a brief, honest explanation helps employees feel informed rather than blindsided.]

If you have questions, visit [Benefits FAQ Page] or reach out to [HR Contact / Chatbot Link].

[Sender Name]

[Title] | [Company Name]

**TONE TIP**

Lead with empathy when communicating changes that may feel negative (e.g., plan cost increases). Acknowledge the impact directly before explaining the rationale — employees respond better to transparency than corporate framing.

TEMPLATE 04

# Benefits Support Email

Use this template to proactively address common benefits questions and point employees toward self-service resources. Reduces inbound HR volume while reinforcing that support is available.

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**SUBJECT LINE**

Got benefits questions? Here's how to get answers fast.

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**EMAIL BODY**

Hi [First Name],

Benefits questions are some of the most common we hear from employees — and we want to make sure you always know where to go for answers.

**Top questions we can help with:**

- How do I add or remove a dependent?
- What does my plan cover?
- How do I submit a claim?
- When is the next opportunity to make changes to my elections?

**Ways to get help:**

- [Benefits Portal]: Find plan documents, coverage summaries, and enrollment tools at [Link]
- [Benefits Chatbot / AI Assistant]: Get instant answers to common questions at [Link]
- [HR Contact]: Reach our benefits team directly at [Email / Phone / Calendar Link]

We're here to make your benefits as easy to use as possible. Don't hesitate to reach out.

[Sender Name]

[Title] | [Company Name]

**CONTENT TIP**

Pull your top 5–10 HR inbox questions each quarter and update the bulleted list above to reflect what employees are actually asking. Relevance drives opens and click-throughs.