

SMS/ TEXT COMMUNICATION TEMPLATE

Open Enrollment Text / SMS Campaign Outline

An effective SMS campaign for open enrollment is all about timing and clear messaging. It's not about replacing all your other communications, but rather using a direct channel to deliver key, timely information.

Here is an example of a text messaging campaign that a client could use to guide employees through the open enrollment process.

Open Enrollment Begins in 2 weeks!

- Sent 2 weeks in advance
- Includes Portal link and Login details
- Enrollment meeting dates and times

Get Prepared for Open Enrollment

- Introduce any new plans to be rolled out for this plan year.
- Includes link to the portal homepage
- Includes portal login details

Open Enrollment Begins Monday!

- Sent 24-48 hours before OE begins.
- Includes the meeting schedule
- Includes portal link & login details

Open Enrollment Closes in 48 hours

- Sent 48 hours before OE ends.
- Includes any relevant details on how to enroll by the deadline.

