

Ancillary Benefits Tips Sheet

Helping to make your job easier.

By choosing to offer your employees ancillary benefits you've taken a great step towards enhancing your benefits package and helping your company **Stand Out**. Now, it's time to take a very important next step: help your employees enroll. Employees often don't understand what their benefit options really mean for them and how to maximize their value. Effective benefits communication has never been more crucial to the well-being of your company. The more your employees understand their benefits and the value they offer, the more likely they are to enroll, use them and save money.

To help you educate and engage your employees, we prepared this Ancillary Benefits Communication Kit. You'll find tools and information to help make your job easier. Everything included in this kit, as well as other helpful guides, can be downloaded from one, easy-to-use landing page: **RenaissanceForEmployers.com**.

Check out the kit.

Benefits Brochures

Practical guides full of useful information to help you communicate the value of enrolling in each benefit. Depending on your ancillary benefits package, you'll find individual brochures for dental, vision, life and disability insurance.



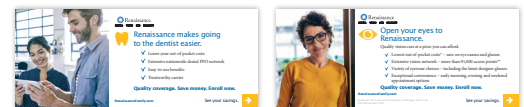
Benefits Meeting Posters

Attract attention and communicate benefits meeting details with eye-catching posters. Two pre-designed editable PDFs are ready to be customized by you. Plug in your benefits meeting information, download and print them to place in common areas like the lunchroom, breakroom or hallway.



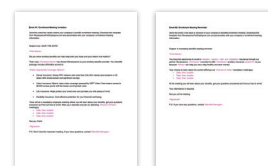
Buck Slips

Put the value of ancillary benefits in your employees' hands. Place buck slips anywhere employees gather, stuff in payroll checks, attach to emails or post in small spaces.



Benefits Meeting Reminder Emails

Quickly get the word out to all your employees with easy-to-use email templates. Two pre-written messages are ready to be personalized with your company's enrollment information. Send the first email two weeks before your benefits meeting and send the reminder email a few days in advance of the meeting.



Year-round communications plan.

You put the time and effort into planning and executing your organization's benefits strategy. Now is the time to make it really count. To ensure your employees use the benefits they signed up for, continue to share information throughout the year. From text messages to online portals to mailers and social media, you have many communication channels at your fingertips. Here's a sampling of channels you might use:

- Home mailings/postcards
- Company newsletters
- Corporate intranet
- Voicemail notifications
- Text messages
- Lunchtime displays/promotions
- Internal social media

To meet the needs of different employees, use as many channels as possible to send a variety of communications to help employees maximize the value of their benefits. Send information like:

- Dental or vision wellness advice
- How-to-use-your-benefits tips
- Comparison charts that demonstrate savings by purchasing benefits through work
- Statistics that help employees understand their risks and why they need the benefits
- Personal benefits statements with breakdowns of employee-paid versus employer-paid benefits

Creating a communication calendar can help you stay on track for delivering these messages throughout the year. Your calendar doesn't have to be complicated. It can be a section in your daily planner, appointments in your online calendar, an Excel spreadsheet or a simple timeline. Planning and scheduling your activities will give you an organized plan of action.

Visit **[RenaissanceforEmployers.com](https://www.renaissanceforemployers.com)** to download helpful tools and information today.

