

## MASA Open Enrollment Email Series

### Campaign Timeline Recommendations and Instructions

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*This email series can be used by employers that are new to MASA or for employers that already offer MASA to increase participation. We suggest that employers send the first email out one week prior to open enrollment, the initial reminder email when enrollment opens and the final email three days before their enrollment period closes.*

#### **Instructions for Email 1: Enrollment begins soon**

- Send one week prior to the first day of open enrollment.
- Copy/paste text of email 1 from attached PDF, put into preferred email template or BenAdmin platform and send to all eligible employees with [preferred salutation].
  - Note: the disclaimer at the bottom of the email MUST be included in the email
- Insert date into last paragraph of the email “Enrollment begins on [first date of enrollment]”
- Insert link to enrollment platform: “Just visit [benefits enrollment platform name]”
- Insert name of who is sending the email at the end “Warmly, [Name/Team]”

EXAMPLE:

#### **Subject line: Now you can get emergency transport coverage!**

Hi Mike,

We're excited to announce a new employee benefit: MASA emergency transport coverage.

Did you know 28 million ambulances are dispatched by 911 annually? \* Unfortunately, that means you may get hit with an unexpected transportation bill during or after an emergency.

Protect yourself and your family by enrolling in MASA emergency transport coverage. MASA provides coverage built to shield against sudden financial shock. Coverage extends to all 22,000 ambulance services in the U.S. – so no matter where you are, you're protected.

Enrollment begins **September 7, 2023**. Just visit **yourcompanybenefitsenrollmentplatform.com** to enroll!

Warmly,

**Your company benefits team administrator**

\* National Association of EMS Officials

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#### **Instructions for Email 2: Reminder**

- Send on first day of OE
- Copy/paste text for email 2 from attached PDF, put into preferred email template or BenAdmin platform and send to all employees that received email 1 with [preferred salutation].
  - Note: the disclaimer at the bottom of the email MUST be included in the email
- Include days left in the Subject line: “Only [five] days left to enroll in MASA”
- Insert OE close date in last line of email copy “Enrollment closes on [end date]”
- Insert name of who is sending the email at the end “Warmly, [Name/Team]”

EXAMPLE:

**Subject line: Only 5 days left to enroll in MASA**

Hi Mike,

Enrollment is open for MASA emergency transport coverage!

You can now get MASA and eliminate unexpected bills from an ambulance provider. How does it work? You simply call 911 when there is an emergency. When the ambulance bill arrives, send it to MASA for complete financial coverage.

Enrollment is quick and easy – with no health questions, no age limits, and no hassles.

Go to [yourcompanybenefitsenrollmentplatform.com](#) now to enroll. Enrollment closes on **September 18, 2023**.

Warmly,

Your company benefits team administrator

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**Instructions for Email 3: Enrollment closes soon**

- Send three days prior to OE close date
- Copy/paste text for email 3, put into preferred email template or BenAdmin platform and send to all employees that received emails 1 & 2 with [preferred salutation].
  - Note: the disclaimer at the bottom of the email MUST be included in the email
- Include OE close date “Enrollment ends on [end date]” in first line of body copy.
- Insert date in last line of email copy “Enrollment ends on [end date]”.
- Insert name of who is sending the email at the end “Warmly, [Name/Team]”

Example:

Hi Mike,

Enrollment for MASA ends on **September 18, 2023**. Go to [yourcompanybenefitsenrollmentplatform.com](#) to enroll now.

As a reminder: MASA eliminates bills from ambulance providers, you simply call 911 when there is an emergency. MASA will help you pay the bill for all 22,000 ambulance services in the U.S. – both air and ground transportation – so no matter where you are, you’re protected.

We’re excited to be able to offer you essential and innovative employee benefits like MASA! Click now to enroll on [yourcompanybenefitsenrollmentplatform.com](#). Enrollment ends on **September 18, 2023**.

Warmly,

Your company benefits team administrator

\* National Association of EMS Officials

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