



Workplace Banking Toolkit

Employee Email / Announcement Template

Turnkey content with clear CTAs to encourage employees to participate in your new financial education program.

CONTENT

Subject line options:

New Employee Benefit: **[Program Name]**

New Financial Education Resource for Employees

Announcing **[Program Name]**

Hi **[EMPLOYEE.FIRSTNAME]**,

[Company Name] is thrilled to introduce a new digital financial education program through our partnership with **[Partner Name]**. The Employee Financial Wellness Program provides **[Company Name]** employees with an interactive learning experience built around your financial goals, with topics such as building emergency savings, mortgage education, and retirement planning.

Highlights of the program include:

- Quick 3-10 minute, interactive learning modules on key financial topics
- Mobile and tablet enabled so you can learn anytime, anywhere
- Available in English and Spanish

EVERFI



Check out this exclusive benefit for **[COMPANY]** employees and learn how to make the most of your money and achieve financial confidence.

To get started, simply visit **[Microsite URL]** and complete the Financial Planning playlist for a chance to win a \$100 gift card!

Thank you,

[Company Name]