



CHEAT SHEET

10 Powerful Email Subject Lines to Try for Open Enrollment



Writing [engaging benefits emails](#) is always important. However, it's especially vital for open enrollment (OE) since your emails communicate key dates, health plan information, upcoming event details, and more.

While many factors influence the effectiveness of [benefits emails](#), one variable impacts both opens and click-throughs: **the subject line**.

Want to create subject lines that encourage employees to read your content? Grab these 10 email ideas for your OE campaign.

1 "Something Good Just Got Better"

Does OE include a shift in health plans? Since change is a sensitive topic, explain that your transition is a step forward—not a step backward. Notice how this subject line piques curiosity and has an optimistic vibe.

2 "You Needed Savings...We Found Solutions"

Here's another way to positively communicate upcoming changes or highlight new or improved resources. This subject line reinforces how your team looks out for employees' best interests and aligns your new solutions with something workers care deeply about: saving money.

3 "X Ways We're Making Open Enrollment Easier"

Need to prep employees for a virtual open enrollment? Use this subject line to tap into the universal desire for convenience and introduce a decision support platform, retirement calculator, and/or other helpful virtual enrollment tools, such as chatbots and online benefits fairs.

4 "Find Your Best Health Plan in < 5 Minutes"

If your organization uses [Tango Decision Assist™](#), you might want to grab this subject line! This one-liner quickly gives employees an important reason to check out decision support. Since numbers encourage opens, mentioning how many minutes should help increase engagement with your email.

5 "Remember October 15 Like It's Your Birthday"

Well...you don't have to use October 15. But if you're announcing the beginning of OE, consider mentioning the exact day OE kicks off in your subject line. This raises awareness about your start date—even if employees don't open the email. You could also use a less playful version "Lock In the Date: October 15". We recommend including an OE calendar invite to save the date.

6 "You Have Just XX Hours to Select Your Health Plan"

Every workforce has its procrastinators! Use this subject line toward the end of OE to discourage passive enrollment and prod employees to make decisions about their benefits.

7 "You Could Take Home \$XXX"

Have you calculated the amount your average employee can save with a plan or wellness program? If so, try this subject line for employees who haven't enrolled in an option your organization provides.

8 "Get the Equivalent of a \$XXX Coupon"

If your company offers an HSA, spotlight this tax-advantaged account during OE. To customize this subject line, calculate the dollar amount an employee in the lowest tax bracket will save (if he contributes the maximum amount to his HSA). To emphasize the tax benefits in a percentage, versus a sum, give this subject line a spin: "Are You Paying Uncle Sam an Extra 25%?"

9 "Why You're Going to Like This Year"

Do you need to announce plans for that on-site gym your employees requested? What about that long-awaited increase in matching 401(k) contribution? Or perhaps you have some new benefits that will delight your workers. Herald your new improvements with this subject line!

10 "3 Accounts to Help You Retire Early"

During OE, consider educating your workforce on how an HSA, IRA, and 401(k) support retirement planning. Feel free to tweak this subject line around the typical life stage of your employees (e.g., "3 Accounts to Fuel Your Retirement Savings").

We hope these subject lines help you think outside of the box for your communications!

If you need help crafting benefits emails and beyond, check out [our solution for engaging your employees](#) or call us at 855-468-2646.

