

Your DailyPay Open Enrollment Toolkit

It's Open Enrollment season!
Now is the perfect time for your employees to improve their financial wellness with DailyPay.

Did you know:

58% of users say DailyPay makes them feel more satisfied in their job.¹

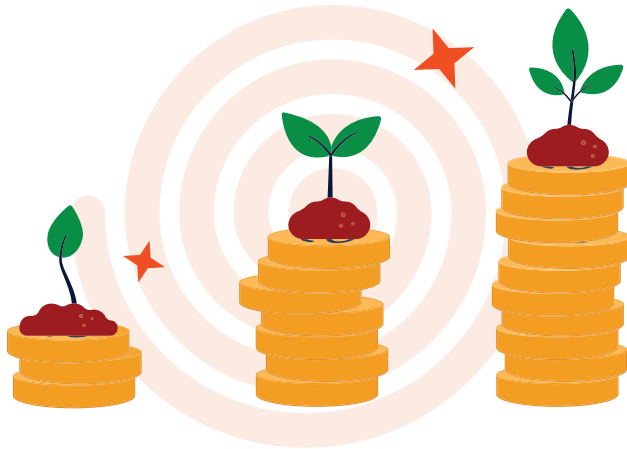
80% of users surveyed say DailyPay has had a positive influence on their financial habits.²

4 in 5



Nearly 4 in 5 (78%) American workers are more likely to stay with an employer that offers financial wellness benefits.³

Incorporate DailyPay into your Open Enrollment Strategy.



Make your benefits experience more personal by incorporating DailyPay into your Open Enrollment strategy. During this time, many employees think about their long-term benefits and financial future.

There's no better time to showcase DailyPay as a valuable employee benefit and tool that can help your employees with their immediate and long-term financial needs.

Take advantage of this toolkit to help you promote DailyPay during this important time for your employees.

The Open Enrollment Checklist: DailyPay Integration Timeline

6-8 Weeks Before

Identify all promotional communication channels used in open enrollment. This includes printed flyers, intranet banners, emails, manager talking points, etc.

3-4 Weeks Before

Utilize the ready-made DailyPay assets provided below and integrate them into your selected communication channels. Begin your promotion and distribute materials.

Open Enrollment

Ensure DailyPay information is readily accessible during the enrollment period. Promote a "last call" reminder as the deadline approaches.

5 Weeks Before

Select the communication options from this toolkit that best suit your channels and confirm the deployment dates for each.

1 Week Before

Send final reminders about Open Enrollment and highlight DailyPay as a key benefit through HR communications and manager talking points.

Post-Open Enrollment

Review employee participation data related to DailyPay via your portal or through follow-up with your DailyPay Customer Success Manager (CSM).

^{1,2} DailyPay Employee Experience Research, Arizent study commissioned by DailyPay, September 2023

³ PNC 2024 Financial Wellness in the Workplace Report: The Evolving Needs of the Multigenerational American Workforce

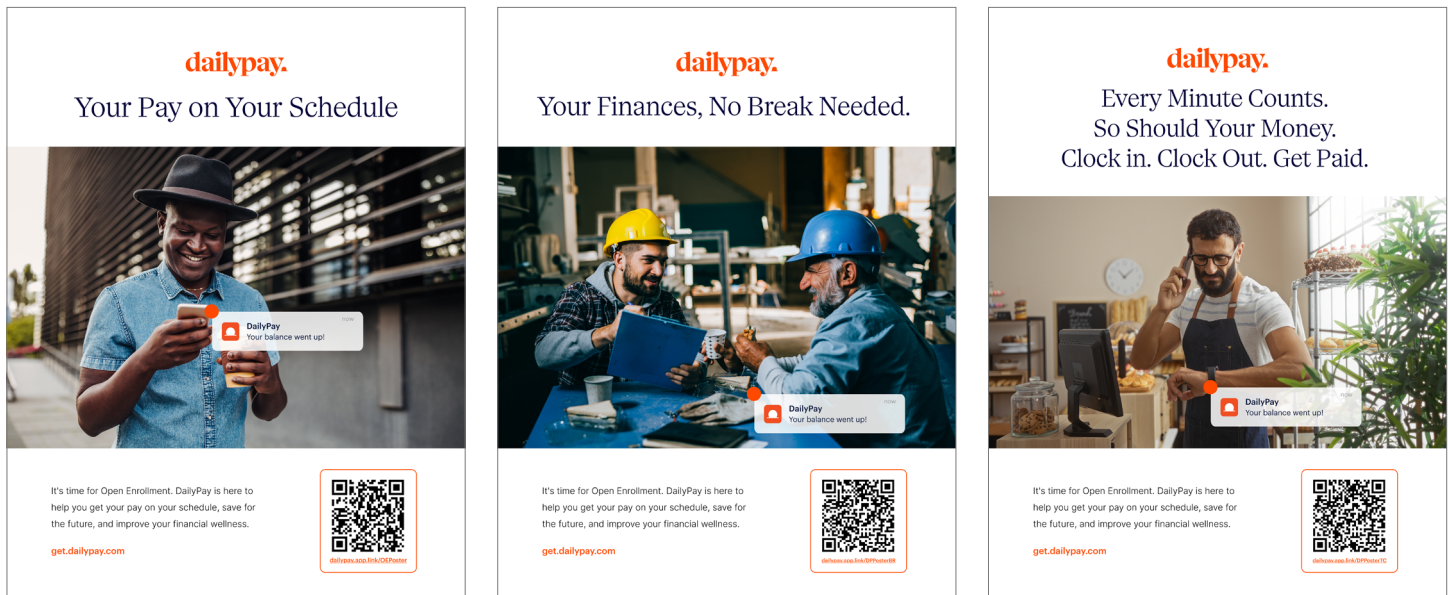
DailyPay Assets and How To Use Them

To maximize the impact of your promotions and understand what resonates most with your employees, all communication materials include trackable links/codes. This allows you to monitor engagement and measure the effectiveness of your outreach efforts.

Here are the assets we've created to help you seamlessly integrate DailyPay into your Open Enrollment communications. You can download all of these on the final page of this toolkit.

Posters

Where to use: Strategically place these in high-traffic employee areas to maximize visibility.

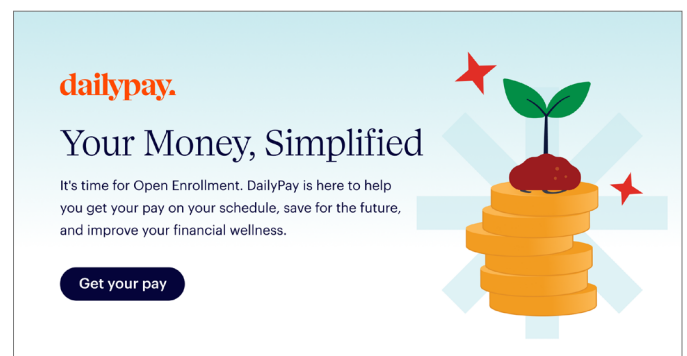
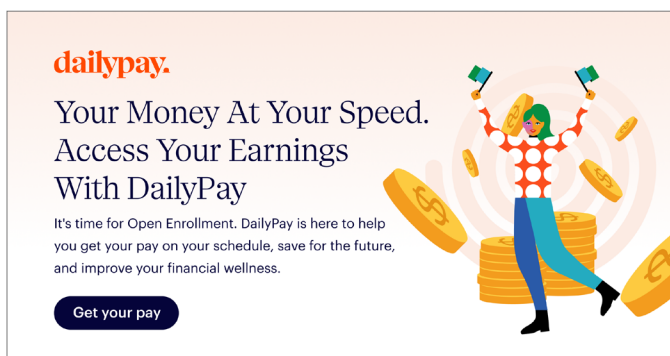
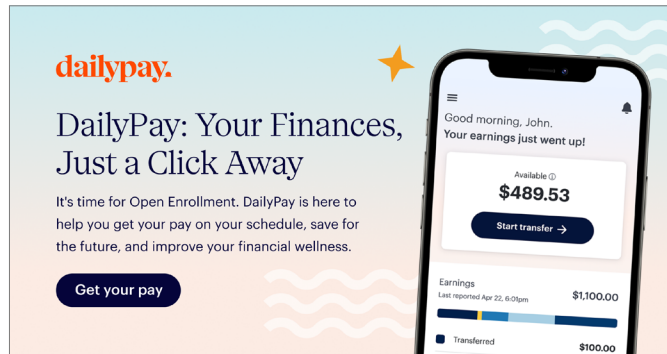


How to use:

- **Breakrooms and kitchens:** Position posters in these relaxed spaces where employees have time to read and absorb information.
- **Near time clocks:** Capitalize on the daily touchpoint of clocking in and out by placing posters in this area.
- **Lobby or reception areas:** Make a strong first impression or provide informative reading material in these central waiting areas.
- **Common hallways:** Ensure broad exposure by placing posters along frequently traveled corridors between departments.
- **Elevators:** Utilize the captive audience in elevators for quick and impactful messaging.
- **Notice boards:** Secure a prominent spot on existing bulletin boards, ensuring the DailyPay poster stands out.
- **Near entrances and exits:** Catch employees' attention as they start and end their workday, reinforcing the benefit.

Digital Banners

Where to use: Integrate these visually appealing banners into your online employee communication platforms.

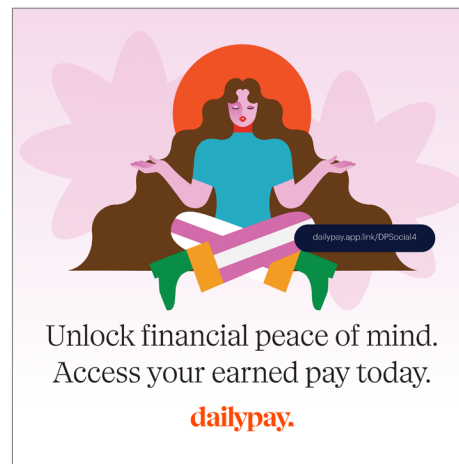
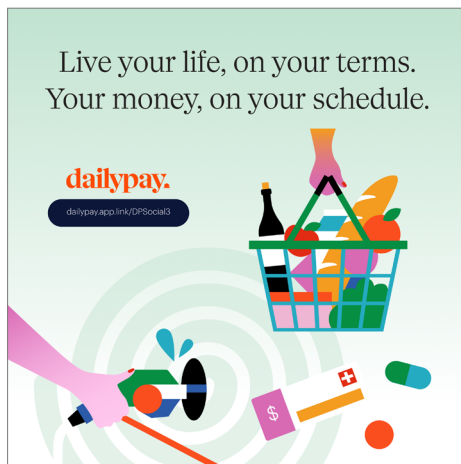
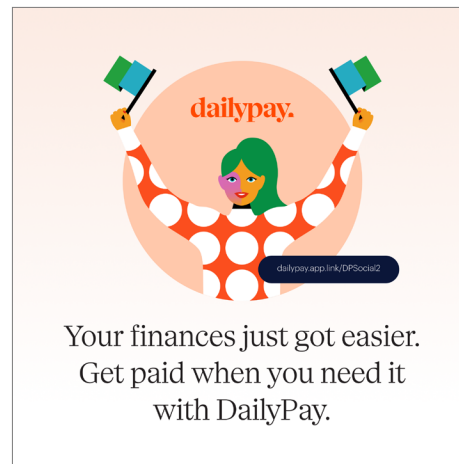
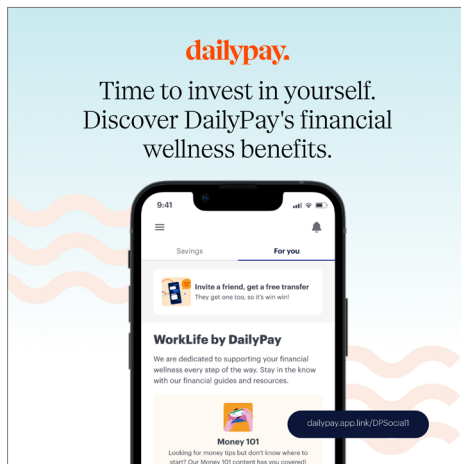


How to use:

- **Company intranet:** Place banners on the homepage and within relevant benefits sections for easy access to information.
- **Employee portal:** Feature DailyPay prominently on your dedicated HR and benefits portal, where employees actively seek this information.
- **Internal newsletters (digital):** Include eye-catching banners within the body of your digital newsletters. Consider a one-pager attachment with a concise blurb about DailyPay and its benefits, linked directly from the banner.
- **Digital signage:** Utilize screens in common areas to display dynamic and engaging DailyPay banners.
- **Company website (internal section):** If you have a dedicated employee section on your website, include banners there.
- **Virtual meeting backgrounds:** Encourage adoption by providing branded DailyPay virtual backgrounds that subtly promote the benefit during online meetings.

Social Images

Where to use: Share these engaging visuals across your company's social media channels (if used for internal communication) to generate awareness and excitement.



How to use:

- **LinkedIn:** Share professional-looking images highlighting the career and financial wellness benefits of DailyPay.
- **Facebook:** Use relatable images showcasing how DailyPay can support employees' everyday financial needs and contribute to a positive work-life balance.
- **Instagram:** Employ visually appealing graphics and short videos that capture the essence of DailyPay's ease of use and positive impact.
- **Twitter (X):** Share concise and impactful images with brief text highlighting key statistics and linking to more information.
- **YouTube/Vimeo:** Create short, informative videos or animated explainers about DailyPay and share engaging thumbnail images across other social platforms.
- **Slack/Teams:** Share visually appealing images with accompanying text announcements in relevant company-wide or benefits-focused channels.

Employee SMS and Email Templates:

Where to use: Utilize these templates to directly communicate the value of DailyPay to your employees via text message and email.

How to use:

Option 1: Email Announcement

Subject: Unlock Financial Flexibility with DailyPay During Open Enrollment!

Hi [Employee Name],

As you review your benefits options during this Open Enrollment period, we're excited to highlight a valuable tool designed to enhance your financial wellness: **DailyPay!**

Did you know that **80%** of users surveyed say DailyPay has had a positive influence on their financial habits⁴. DailyPay is a voluntary benefit that gives you the power to access your earned pay as you work, instead of waiting for payday.

Imagine having the flexibility to cover unexpected expenses, avoid late fees, or simply have greater control over your finances. With DailyPay, that's a reality.

Here's how DailyPay can benefit you:

- Access your earned pay when you need it.
- Get paid immediately after working extra shifts.
- Reduce financial stress and improve peace of mind.
- Avoid costly payday loans or overdraft fees.
- Gain greater control over your cash flow.

We understand that financial wellness is an important factor for our employees, and we're proud to offer DailyPay as a resource to support you.

Ready to learn more?

Visit our dedicated DailyPay information page on the [Intranet Link]

Watch a short video explaining DailyPay: [Video Link]

Enroll in DailyPay during your Open Enrollment selections (or any time throughout the year!)

Take advantage of this valuable benefit and empower your financial future.

Sincerely,

[Your HR Department/Company Name]

⁴DailyPay Employee Experience Research, Arizent study commissioned by DailyPay, September 2023

Option 2: SMS Announcement

Subject: Important Benefit Update!

Hi [Employee Name],

During Open Enrollment, explore DailyPay - access your earned pay early! Learn more: [Shortened Link to Intranet Page]

Option 3: Reminder Email

Subject: Don't Forget! Explore DailyPay During Open Enrollment

Hi [Employee Name],

Just a friendly reminder to review all your benefit options during Open Enrollment, including **DailyPay**! See how accessing your earned pay on demand can help you: [Shortened Link to Benefits Page with DailyPay Info]

Open Enrollment ends on [Date]. Don't miss out!

Sincerely,

[Your HR Department/Company Name]

Employee Email

dailypay.

Hi [Employee Name],

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Take advantage of this valuable benefit and empower your financial future.

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[Your HR Department/Company Name]




Employee SMS

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Reminder Email

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