dailypay

The open enrollment toolkit

2026 Edition

Everything you need to promote DailyPay during **open enrollment.**

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

Did you know?

73% of users say DailyPay has had a positive influence on their overall financial habits.[1]

61% of users say DailyPay makes them feel more satisfied with their job.[2]

68% of users say they are more likely to stay at a job that has DailyPay.[3]

Incorporate DailyPay into your open enrollment strategy.

Open enrollment is the perfect time to put DailyPay front and center. As employees consider their benefits and financial future, remind them how DailyPay can help them access earned pay, manage everyday expenses, and build stronger financial habits over time.

[1-3] DailyPay Employee Experience Research, Arizent study commissioned by DailyPay, January 2026

The open enrollment **checklist.**

- [ ] **6-8 weeks before**

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

- [ ] **5 weeks before**

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

- [ ] **3-4 weeks before**

  Use the ready-made DailyPay assets below and integrate them into your chosen communication channels. Begin to promote and distribute materials.

- [ ] **1 week before**

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

- [ ] **Open enrollment**

  Ensure DailyPay information is readily accessible during the enrollment period.

- [ ] **Post-open enrollment**

  Review employee participation data for DailyPay via your client portal.

DailyPay assets and **how to use them.**

You can access all of these resources on the final page of this toolkit.

Flyers.

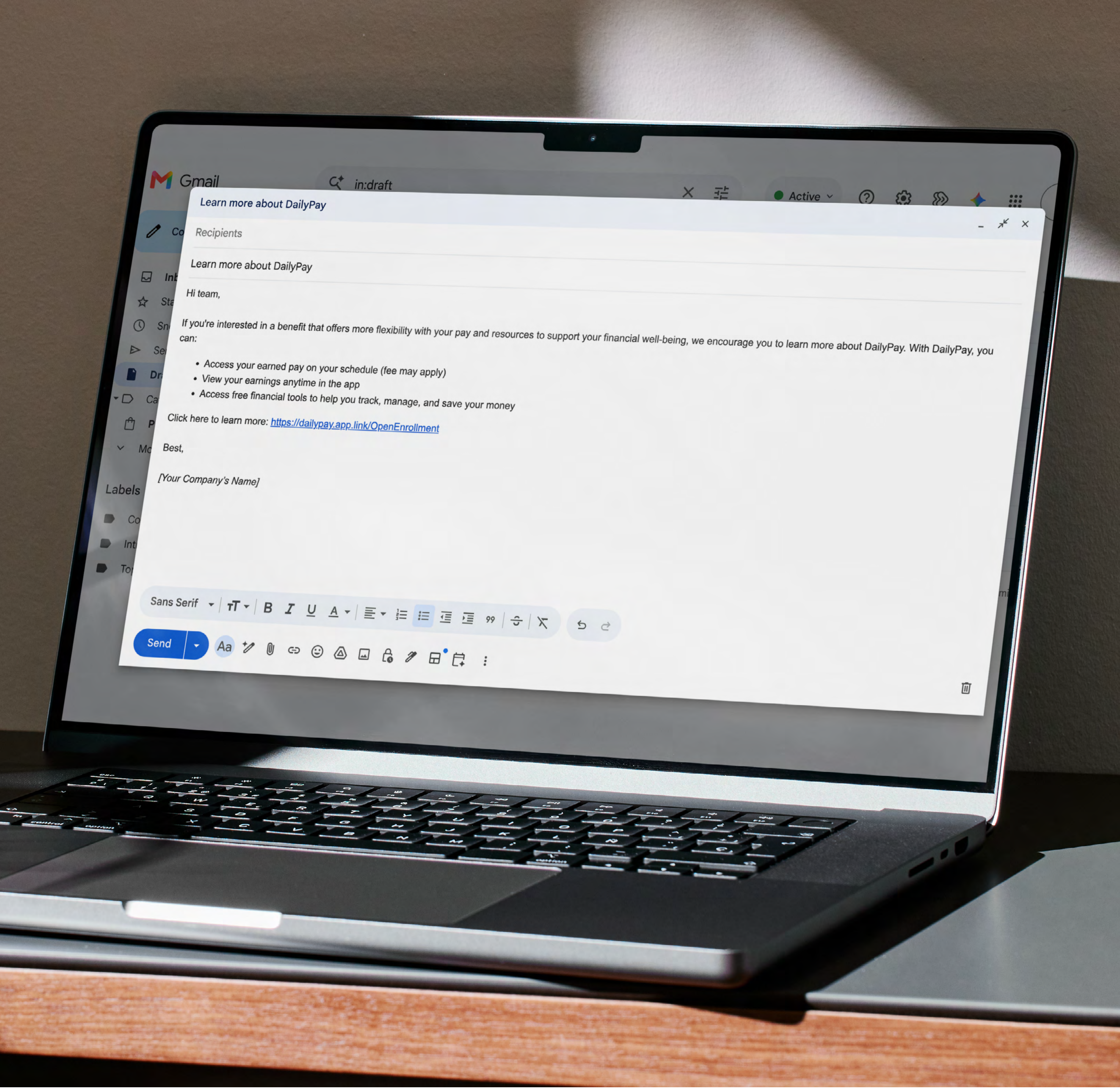
Strategically place these in high-traffic employee areas to maximize visibility.

- Breakrooms
- Kitchens
- Time clocks
- Lobbies
- Reception areas
- Hallways
- Elevators
- Notice boards
- Entrances and exits

Digital banners.

Integrate these into your online employee communication platforms.

- Company intranet
- Employee portal
- Internal newsletters (digital)
- Digital signage
- Company website



Employee SMS and email templates.

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

Packet Insert.

Utilize this ready-to-use insert in your open enrollment packet to highlight the value of DailyPay and drive enrollment among eligible employees.

Visit the Open Enrollment Toolkit landing page to explore and download the resources:
https://www.dailypay.com/open-enrollment/