



HR COMMUNICATIONS, SIMPLIFIED.
WRITE ON TARGET

COMMUNICATE YOUR **BENEFITS** YEAR-ROUND

You work hard to secure benefits for employees. Remind them of the value those programs offer — physical and emotional health, a financially secure future, savings on everyday items, and more.

- Use different channels to reach your diverse population (emails, postcards, posters, text, mirror clings, etc.).
- “Social proof” is compelling — include real employee stories of how benefits have helped others.
- Remember to include who-to-contact information or a call to action.
- Change is inevitable, so be ready to flex. How will you communicate any big change, and are you ready?
- Data can tell you a lot. An increase in 401(k) loans? Educate about alternatives. One topic frequently searched with your EAP? Communicate about the help available.

New year, healthier you!

- Get your annual checkups and routine screenings.
- Remind them preventive care is covered 100%.
- Promote wellness programs — EAP offerings, mindfulness, healthy eating, etc.



Financial fitness

- Refer employees to your EAP's financial counseling or education.
- Show what a 1% bump in 401(k) contributions can do.



TIP!
Show the math on the 1% increase over time.

JAN

Benefits you may not know about

Promote lesser-known programs:

- Employee discount program — save on almost everything.
- Pet insurance — save on vet bills and products.
- Travel assistance — feel secure away from home.



EAP — more than counseling

- Plug the legal and financial consultations.
- Remind them about help finding child care, house cleaners, etc.



TIP!
Run a “Know Before You Go” campaign, encouraging employees to research their health care options.

FEB

Getting a little extra pay?

- Help optimize merit pay and bonuses.
- Encourage a bump in 401(k) contributions.
- Urge them to add to savings or an HSA.



Use your health care FSA funds

- It's a use-it-or-lose-it account.
- List everyday eligible items like bandages, ibuprofen, feminine products, etc.



TIP!
Refer to sites like [fsastore.com](https://www.fsastore.com) for eligible items.

MAR

Retirement readiness

- Host online or in-person sessions (invite employees 50+).
- Discuss your company's retirement process and be ready to talk Medicare.
- Highlight the benefits they're leaving behind.



TIP!
Hand out “ready to retire” worksheets. See an [example](#) in this case study.



Financial counseling from your 401(k) provider

- Promote their online tools and calculators (they likely have a lot).
- Point people to webinars, both live and on-demand.
- Remind employees they can talk to a financial adviser anytime.

APR

Mental health is important for everyone

- Promote your EAP's free sessions.
- Boost the use of other EAP services (educational videos/articles, meditations, etc.).
- Tell them they can request a culture-sensitive counselor.



ER vs. urgent care (in-network)

- Average ER = \$2,200; average urgent care = \$150.
- ER for chest pain, heavy bleeding, major bleeding or broken bones, etc.
- Urgent care for sprains, rashes, infections, minor broken bones, etc.



TIP!
[Check out this chart](#): the right care at the right time.

MAY

Equity in health care

Don't shy away from stats that encourage people to seek care:

- Black people are 60% more likely to be diagnosed with diabetes.
- Asian Americans have twice the incidence of liver and colon cancer.
- One in six LGBTQ+ adults is avoiding health care. See this [sample LGBTQ+ benefits guide](#).



TIP!
More resources: minorityhealth.hhs.gov.



Diverse, inclusive benefits

- Tout your medical plan's gender-affirming care.
- Remind them you support all families (through fertility coverage, adoption assistance, etc.).
- Show which benefits are available to same- or opposite-sex partners.

JUN

Find the right provider

- Link to the medical plan's online search for all specialists.
- Promote any advocacy services you offer.
- Encourage employees to request a provider who knows their culture.

Promote peace-of-mind benefits

Help them appreciate the value of these programs:

- Supplemental life and AD&D
- Critical illness, accident, hospital indemnity
- Pet insurance and ID theft protection



TIP!

Show how this extra coverage has helped others.

JUL

Pre-enrollment benefits fair

- Host a virtual event to get employees thinking about benefits.
- Have vendors online and ready to answer questions.
- Get your benefits team in on the action, too.

Save on health care and prescriptions

- Tell them how to find in-network providers and pharmacies.
- Link to your carrier's online comparison tools and cost estimators (medical and Rx).
- Remind them to ask for generic and use drugs in the formulary.

AUG

Flu shots

Run a "take one for the team" campaign to help keep everyone healthy.

Be benefits-ready

- Remind people it's almost time to choose benefits.
- Tell them where to find this year's health care expenses for reference.
- If there aren't many changes, remind them where to review medical plans.



TIP!

Revamp your benefits comms this year. See before-and-after makeovers: [part 1](#) and [part 2](#).

SEPT

Open Enrollment

Phase 1: Get ready to enroll!

- You get this one chance each year to make changes.
- Check out what's new and what's changing.

Phase 2: Time to enroll!

- Offer a reward for early enrollment.
- Point them to all the resources they'll need.
- Tell them how to enroll.

Phase 3: Last chance to enroll!

- Emphasize deadlines and must-do's.
- Reiterate where they can find help.



TIP!

Find [communications inspiration!](#)

OCT

Employee discount programs

- Nearly every holiday gift category has discounted prices.
- Save big on family entertainment — local movie theaters, concerts, even Broadway.

Attitude of gratitude

- Encourage employees to share how certain benefits have helped them.
- Be sure to share your own story, too.
- Remember to send a "thanks for your talent" note to employees.

NOV

Surviving the holidays

- Promote EAP resources for weight and stress management.
- Acknowledge the sadness some may be feeling, and remind of free counseling (including virtual).



TIP!

Don't overcommunicate this month... you won't have full attention.

DEC

HR Communications It's all we do.

And we've been doing it passionately for over 25 years.

Write On Target is a full-service HR communications company with global Fortune 500 clients. We understand the language of HR and we know how to translate it into everyday language that everyone else understands. Our talented creative staff crafts engaging interactions online, onsite, and on paper.

Our Communications Speak To Everyone

Full-Service. Creative. Impactful.

We bring the best of both worlds. Technical understanding of your programs with award-winning marketing skills. Our creative approaches break through the noise to communicate messages quickly and effectively.

We Uncomplicate The Complicated

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We specialize in:

- Benefits Enrollment
- Compensation & Total Rewards
- Health & Wellness Programs
- Change Management
- New Hire Onboarding
- Retirement Programs
- Compliance (Handbooks, SPDs, and more)
- Year-Round Engagement

**Start building
communications
strategies that
impact and engage
your employees.**

**VIEW OUR
WORK**