

Worksite Employee Benefits Enrollment Planner

Encourage. Educate. Enroll.

Thank you for choosing Illinois Mutual's worksite voluntary employee benefits. Our products are designed to meet your employees' diverse financial goals, and our service-driven teams are here to help provide an enrollment experience that's simple and seamless.

This enrollment planner offers a turnkey communication plan, including FREE marketing tools, that is flexible to work best with your company. These tools will help ENCOURAGE participation, EDUCATE employees about our products and successfully ENROLL them in benefits that can safeguard their financial future!

To get started, consider your company's available venues for effective employee communication. Do your employees have access to email or another online platform? Or is it most effective to hand out printed informational flyers in a common physical location like a break room or cafeteria? We can accommodate either of these venues.

3 Tips for Successful Enrollment!

A simple, but thorough, approach can help keep your employees engaged and on track throughout enrollment.

ENCOURAGE employees to participate by deploying preview information to communicate: "opportunities to enroll in new benefits are coming soon!"

EDUCATE employees by offering brochures with product information and specifications.

ENROLL employees by hosting a (live or virtual) event with your agent to help answer questions. Your agent can simply enroll employees with our secure online tool, or paper applications can always be submitted by mail, email or fax.



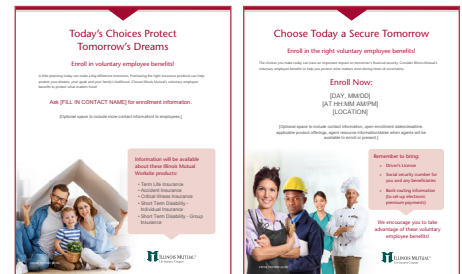
Use these communication tools to Encourage, Educate & Enroll employees!

1. ENCOURAGE employees to participate

Start by sending preview messages up to a month in advance of the date for your enrollment event.

Use these to promote the offerings:

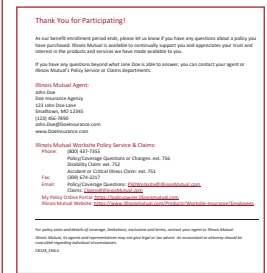
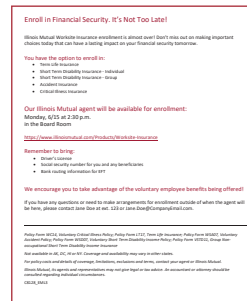
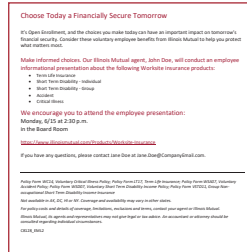
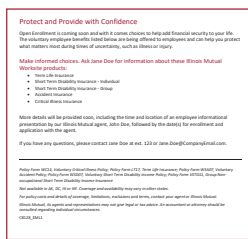
- **Product Posters:** 2 printable (PDF) posters to help promote enrollment event dates and product offerings.
- **Banner Graphics:** 3 digital small banner graphics that you can insert in emails or post on a company communication platform.
- **Email Text:** 4 turnkey emails that you can simply copy and paste into your email platform to keep employees on track throughout the process.



Product Posters



Banner Graphics



Email Text

2. EDUCATE employees about products to help them make informed decisions.

It is important for your employees to understand what they are purchasing. After sending your preview message, these product brochures and videos are available to help your employees learn more. Digital files of these brochures can be distributed via email as an attachment, displayed on your company's intranet or handed out in paper form. (Ask your agent or order a supply from our home office at (800) 437-7355, ext 782).

- **Product Brochures:** Digital files (PDF's) are available for each of our 5 products including a product description, specifications and benefits.
- **Product Video Links:** These are located on our Company website's Video Center and can be shared with employees to help educate.
- **Illinois Mutual Company Website:** IllinoisMutual.com/Products/Worksite-Insurance/Employees



A printed supply of these brochures can be ordered from Illinois Mutual. Just ask your agent!

3. ENROLL Employees with support from your Illinois Mutual agent.

Work with your Illinois Mutual agent, who can recommend a date for an employee enrollment event. With our secure online application tool, or paper applications submitted by mail, email or fax, enrolling in our products is easy for you and your employees. Communicating your enrollment date with employees well in advance will help ensure they can plan to participate.

Share these videos from our Company website!

www.illinoismutual.com/Learning-Center/Video-Center



Worksite Term Life Insurance Video



Worksite Accident Insurance Video



Worksite Short Term Disability Insurance Video



Worksite Voluntary Short Term Disability Insurance Video



Worksite Critical Illness Insurance Video



Please contact your agent or Illinois Mutual for an updated version of this Enrollment Planner, if needed.

This information is valid for use through June 30, 2023.

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