# **OE Toolkit Email Templates**

## **Flexible Spending Accounts**

These email templates will help you communicate the benefits of enrolling in a Flexible Spending Account to your eligible employees. Send one email once a week for 3 weeks prior to open enrollment. Resources can be found in the [OE Toolkit](https://www.wexbenefitsyou.com/openenrollment/).

### **Email 1**

Subject line: Why you should enroll in an FSA

Hello.

Ever wonder why you should enroll in a flexible spending account (FSA)? FSA’s let you put aside money before it's taxed, and use it to pay for eligible medical, vision, and dental expenses. Think of it like a discount on healthcare expenses at retailers like Amazon, Target, CVS, Walmart, or Walgreens. By using your FSA funds you don’t pay taxes on the eligible healthcare items you purchase!

You don’t have to wait for your balance to grow — all of your FSA funds are available right away. And, you can simply use your benefits debit card at the point of purchase. [Review this FSA handout](https://go.wexbenefitsyou.com/wex-medical-fsa-handout) for more information.

You can also save money on a variety of childcare or elder expenses when you contribute to a dependent care FSA. [This handout](https://go.wexbenefitsyou.com/wex-dca-handout) shows you why you should enroll and lists common eligible expenses. [remove if you do not have a DCA]

Don’t forget to enroll during your open enrollment window.

[Insert dates for open enrollment here along with other pertinent OE information.]

Sincerely,

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### **Email 2**

Subject line: See how you can save with an FSA or dependent care FSA

Hello.

Participating in a flexible spending account (FSA) or dependent care FSA is a smart way to take home more of your hard-earned paycheck.

Prescriptions, over-the-counter drugs and copays are just some of the expenses you can save money on. Watch [this video](https://www.screencast.com/t/cTyFX4MRt) to learn more about FSAs.

Childcare is one of this country’s biggest costs. You can easily save on childcare or certain elder care by participating in a dependent care FSA. [Watch this video](https://www.screencast.com/t/Oq9VFCHB8x) to learn more. [remove if you do not offer a DCA]

You can enroll in one or both of these plans during open enrollment. Your open enrollment window is [insert details about open enrollment including when and how they can enroll].

Sincerely,

## **Email 3**

Subject line: FSA eligible expenses

Hello.

We want to be sure you’re considering a flexible spending account (FSA) this year during open enrollment. Why? Because doing so can help you save money on eligible healthcare expenses. Here’s how it works. By setting aside money before taxes are taken out and putting them into an FSA, you’re saving money on things such as over-the-counter items like Tylenol and thermometers and other household healthcare items.

[This eligible expense list](https://www.wexinc.com/insights/benefits-toolkit/eligible-expenses/) shows what type of expenses are considered FSA eligible. [This video](https://www.screencast.com/t/cTyFX4MRt) goes into more detail about what an FSA is and how you can use it.

If you have childcare or elderly care costs, participating in a dependent care FSA is a great way to save money. The [eligible expenses list](https://www.wexinc.com/insights/benefits-toolkit/eligible-expenses/) shows you what kind of childcare and elder costs can be covered with a dependent care FSA. [Watch this video](https://www.screencast.com/t/Oq9VFCHB8x) for more information

Don’t forget to sign up for an FSA or dependent care FSA during your open enrollment window.

[Insert dates for open enrollment here along with other pertinent OE information.]

Sincerely,