# Email Invite #1

## Subject Line:

ELEVATE Wisconsin™ Is Here!

## Preview Text:

Log in now to get started

## Email Body Content:

Hi <EMPLOYEE NAME>, (optional)

We're excited to announce the launch of our new financial wellness platform! We care about your financial future and we want to extend to you every opportunity to be financially successful. That's why we're rolling out this extended benefit to all employees.

Our organization has selected to participate in ELEVATE Wisconsin™, a unique program in conjunction with the Financial Fitness Group, the Wisconsin Department of Financial Institutions, and the Governor’s Council on Financial Literacy. This program starts today, and you can now access these powerful tools.

Take less than 1 minute to log in to our platform and get started today!

**What is ELEVATE Wisconsin**™**?**

* Online education platform you can access anywhere, anytime and from any device.
* Personalized, private experience with course recommendations based on your financial interests and needs.
* 100s of tools, tips, activities, animated videos, tutorials, quizzes and much more.
* A platform to connect as a community all over Wisconsin.

**<Insert your ELEVATE URL Here>**

# Email Invite #2

## Subject Line:

Ready to Be More Financially Confident? Start Here

## Preview Text:

Log in now

## Email Body Content:

Hi <EMPLOYEE NAME>, (optional)

**It's week 2 of ELEVATE Wisconsin**™**. Have you taken a course yet?** Don't forget to take advantage of your newest employee benefit. **It takes less than 1 minute to get started!**

**What is ELEVATE Wisconsin**™**?**

A friendly, understandable, and street-smart roadmap to financial security and freedom.

**What can you do in the ELEVATE Wisconsin**™ **platform?**

* Move step-by-step or all at once. You can access all your courses anywhere, anytime and from any device.
* Personalized and private experience with course recommendations based on your financial interests and needs.
* 100s of tools, tips, activities, animated videos, tutorials and much more.

**<Insert your ELEVATE URL Here>**

# Email Invite #3

## Subject Line:

Get Financially Fit with the ELEVATE Wisconsin™ Program

## Preview Text:

Climb to new financial heights

## Email Body Content:

Hi there!

Welcome to week 3 of ELEVATE Wisconsin™, our online financial wellness program. If you have not started already, don't wait to get started. **In a few simple steps, you gain access to:**

* Step-by-step or all at once instruction where you can access all your courses anywhere, anytime and from any device.
* Personalized and private experience with course recommendations based on your financial interests and needs.
* 100s of tools, tips, activities, animated videos, tutorials and much more.

**Log in to the ELEVATE Wisconsin™ Platform to get started!**

**<Insert your ELEVATE URL Here>**

# Reminder Email #1

## Subject Line:

Have You Started ELEVATE Wisconsin™?

## Preview Text:

Don’t wait - Get started now!

## Email Body Content:

**Greetings <Employee Name>, (optional)**

We understand that being healthy, happy and secure are three things we all strive for daily. We also know how financial worries can be disruptive to those simple goals!

That's why we partnered with the Financial Fitness Group, the Department of Financial Institutions, and the Governor’s Council on Financial Literacy to offer ELEVATE Wisconsin™. **This Financial Fitness program can transform your financial worries into confidence,** so you can focus on enjoying the life you have built for yourself.

If you have started and are already using the platform, consider using the recommendation feature in the program to find the next course of interest to you!

**<Insert your ELEVATE URL Here>**

# Reminder Email #2

## Subject Line:

Are You Progressing in ELEVATE Wisconsin™?

## Preview Text:

Take the first step

## Email Body Content:

Hello Again,

Life has many unexpected curveballs, so being prepared for the unexpected is important. Taking the first step into tackling your finances and understanding basic financial literacy can help you and your family roll with the changes.

With ELEVATE Wisconsin™, you get access to our financial wellness platform that’s designed to be simple, engaging, and personalized to your learning style. This special program is tailored to YOUR goals.

**It takes as little as 15 minutes a week to make an impact. Log in now to take the next step in your financial journey!**

**<Insert your ELEVATE URL Here>**

# Reminder Email #3

## Subject Line:

Discover Our Financial Fitness Program

## Preview Text:

Become more financially confident today!

## Email Body Content:

Hi <Employee Name> (optional)

We know managing your money effectively is important to providing for the "wants" in your life—for instance, saving up for retirement or treating you and your family to a fun experience that will last a lifetime.

That's why we're providing all employees with the award-winning ELEVATE Wisconsin™ program. This program will help you learn the basics of saving for the "wants" in life. Log in today to select from various courses and tutorials on managing your finances to create a more financially stress-free life.

**<Insert your ELEVATE URL Here>**

# Reminder Email #4

## Subject Line:

What have you learned with ELEVATE Wisconsin™?

## Preview Text:

It takes less than 15 minutes a day to learn something new. Log in now to improve your financial knowledge.

## Email Body Content:

Hi <Employee Name>, (optional)

We understand that being healthy, happy, and secure are three things we all strive for every day. We also know how financial worries can be disruptive to those simple goals, causing unwanted stress.

The ELEVATE Wisconsin™ Program can transform that worry into confidence, so you can focus on enjoying the life you have built for yourself.

Log in to start a course or watch a video and take the next step toward a reliable and stress-free financial future!

**<Insert your ELEVATE URL Here>**

# Reminder Email #5

## Subject Line:

Get Financially Fit with ELEVATE Wisconsin!

## Preview Text:

Ready, set, go!

## Email Body Content:

Hi <Employee Name>(optional)

Since we all have different paths in life, everyone deserves a financial future that is unique to their goals and lifestyle. Whether your focus is on family, travel, charity, or anything else, this program is designed to cater to your specific needs.

By completing ELEVATE Wisconsin™, you will be providing yourself with a personalized road map to achieve your future goals, whatever they may be. It's up to you to finish the journey!

**<Insert your ELEVATE URL Here>**

# Reminder Email #6

## Subject Line:

Transform Your Financial Worries into Confidence!

## Preview Text:

Learn more about your finances by logging into ELEVATE Wisconsin!

## Email Body Content:

Hi <Employee Name>, (optional)

Did you know ELEVATE Wisconsin can help you improve your financial Aptitude, Behavior and Confidence? By taking time to engage with the program, you can confidently face any financial challenges that might come up to disrupt your life goals!

​​​**Take 1-minute to log in and learn more about the basics so you can prepare yourself for this year and the years to come regarding your finances.**

**<Insert your ELEVATE URL Here>**

# Reminder Email #7

## Theme: National Financial Awareness Day August 14, 2023

## Subject Line:

It’s National Financial Awareness Day

## Preview Text:

**Keep moving, shaking, and learning with ELEVATE Wisconsin!**

## Email Body Content:

It's National Financial Awareness Day! What have you done lately to plan for your future? Have you developed a plan to address your retirement goals? Are you looking to find out more about 529 College Savings Plans?

We want to help you achieve financial success in life, that's why we're offering the ELEVATE Wisconsin program to all our employees. Through this program, you gain access to a financial wellness platform that’s designed to be simple, engaging, and personalized to your learning style. You can also scroll through a variety of videos, calculators, and even take the 5-minute Checkup to get your Financial Fitness SCORE™.

It takes as little as 15 minutes a week to make an impact.

**<Insert your ELEVATE URL Here>**

# Reminder Email #8

## Subject Line:

How Do You Manage Money?

## Preview Text:

Check-in with yourself and see what you’ve learned using ELEVATE Wisconsin.

## Email Body Content:

Hi <Employee Name>,(optional)

Well, we are well into 2023! How are you feeling about your financial knowledge? We would like you to ask yourself a few questions:

1. How do you feel about your finances?
2. Do you feel as if you this program is helping you take charge of your financial wellbeing?
3. Do you have a concrete plan to get your finances in order?
4. Are you ready to change your relationship with your finances?

We know managing your money effectively is important to accomplish your financial goals. It's important to check-in with yourself and see how you are doing on the path to accomplishing your goals.
 ​​​​​​
**​​​​Log in now to take advantage of this powerful learning platform.**

**<Insert your ELEVATE URL Here>**

# Reminder Email #9

## Subject Line:

It's National Get Smart About Credit Day! Let's Get Started!

## Preview Text:

It's national get smart about credit day! Learn more about credit and how to use it wisely with the Financial Fitness Platform.

## Email Body Content:

Hi <Employee Name>,(optional)

It's national get smart about credit day! But what does that mean? How can we get started? Credit is an important part of the American economic system; without it, our economy would come to a screeching halt. There are plenty of dos and don'ts associated with credit. But, when used wisely, credit is your friend.

How would you describe your relationship with credit? What can you do to boost your knowledge to be more credit savvy? Financial literacy and financial wellness are two critical factors to learn regarding finances. Education in both spaces plays an essential role in credit.

Let's get started! Log into our Financial Fitness Platform today to learn more on how to take control of this very important aspect of your life, and how to manage it properly.

**<Insert your ELEVATE URL Here>**