How to promote Financial Fitness Week by Wisely®

with your employees

wisely by ADP

#WiselyFinancialFitness | @wiselybyadp

Use this checklist for helpful ways to distribute program materials to your employees, help promote financial wellness and encourage active participation.

Pick your week

Pick any week you choose to promote throughout the month of April, giving you flexibility on what works best for your organization. (If April doesn't work for you, you can choose another week throughout the year that would work best for your company.)

Email templates

Leverage the sample email scripts to announce Financial Fitness Week, helping your employees understand the program and how they can participate.

Financial Fitness Challenge flyer

Distribute the Challenge flyer to your employees on the program's kickoff day to inspire them to participate in the Financial Fitness Challenge and earn a virtual badge to showcase on their social networks.

Tip of the Day flyer

On the first day of the program, share the Tip of the Day flyer by posting it in your break rooms, near time clocks, or other high-traffic areas around your office. You can also share each daily tip in other creative ways, such as on your company's intranet portal, or by text or email to maximize engagement.

Wisely benefits flyer

For employees who have not yet enrolled for a Wisely card, distribute the Wisely benefits flyer to highlight the valuable tools and benefits they can access when they receive their pay on a Wisely card. Financial Fitness Week is the perfect time to enroll!

Promote beyond Financial Fitness Week

While the Financial Fitness campaign lasts only a week, the Wisely Marketing Toolkit empowers you to promote Wisely and financial wellness benefits year-round. Share resources like the **Emergency Savings Flyer** to remind employees of how easy it can be to save, or the **Fraud Prevention Tips Flyer** to help safeguard Wisely members' accounts.

Access the Wisely Employer Toolkit

Fully-electronic program, click **here**.

Non fully-electronic program, click **here**.

Let's engage and support your employees during Financial Fitness Week together!

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