Wisely® Open Enrollment Campaign Instructions



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How to encourage financial wellness during your upcoming open enrollment period

57% of employees say finances are the top cause of stress in their lives.[1]

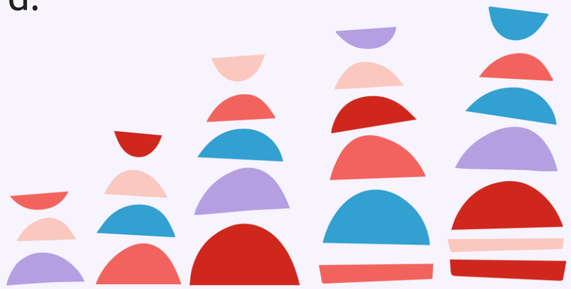
Help keep your employees happy, productive, and stress-free with financial wellness benefits from Wisely®.

Why you should promote Wisely during open enrollment:

Alleviate employee stress. Give them the opportunity to eliminate getting paid with a paper check, receive their pay up to two days early,[2] and gain access to financial wellness tools and benefits with a Wisely card.

80%

Retain and attract top talent. 80% of workers would stick with an employer providing financial wellness benefits,[3] but only 38% are aware of what their company offers.[4] Educate employees on your benefit offering and encourage positive habits and financial security with our ready-made materials.



[1]PwC's 2023 Employee Financial Wellness Survey
[2]They must opt-in to early direct deposit on mywisely.com or myWisely mobile app. Early direct deposit of funds is not guaranteed and is subject to payor's support and the timing of payor's payment instruction. Faster funding claim is based on a comparison of our policy of making funds available upon our receipt of payment instruction with the typical banking practice of posting funds at settlement. Please see full disclosures on mywisely.com or myWisely app.
[3]PWC, PwC's 2024 Employee Financial Wellness Survey, Jan 2024
[4]ADP Client Survey Jan 2025

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Wisely provides ready-made resources to help you promote financial wellness:

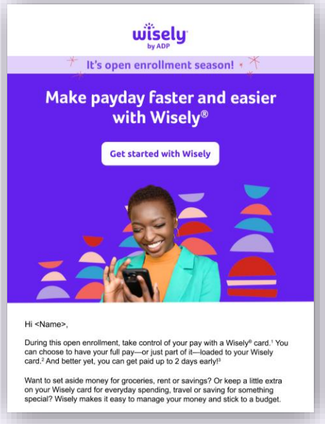
Benefits flyer you can share with employees explaining all the tools and benefits they can access when they have a Wisely card



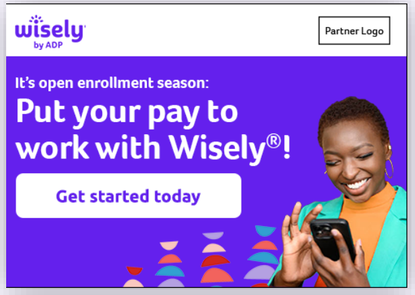
Interactive brochure with fun, educational content for every phase of life



Email template your HR team can use to encourage enrollment in Wisely and promote it as a trusted resource for financial wellness



Banner ad your team can post on internal channels promoting financial wellness



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Benefits Flyer and Interactive Brochure

Distribute the Wisely benefits flyer and Money Moves Interactive Brochure to your employees to showcase all the financial wellness tools and resources that are available to them.





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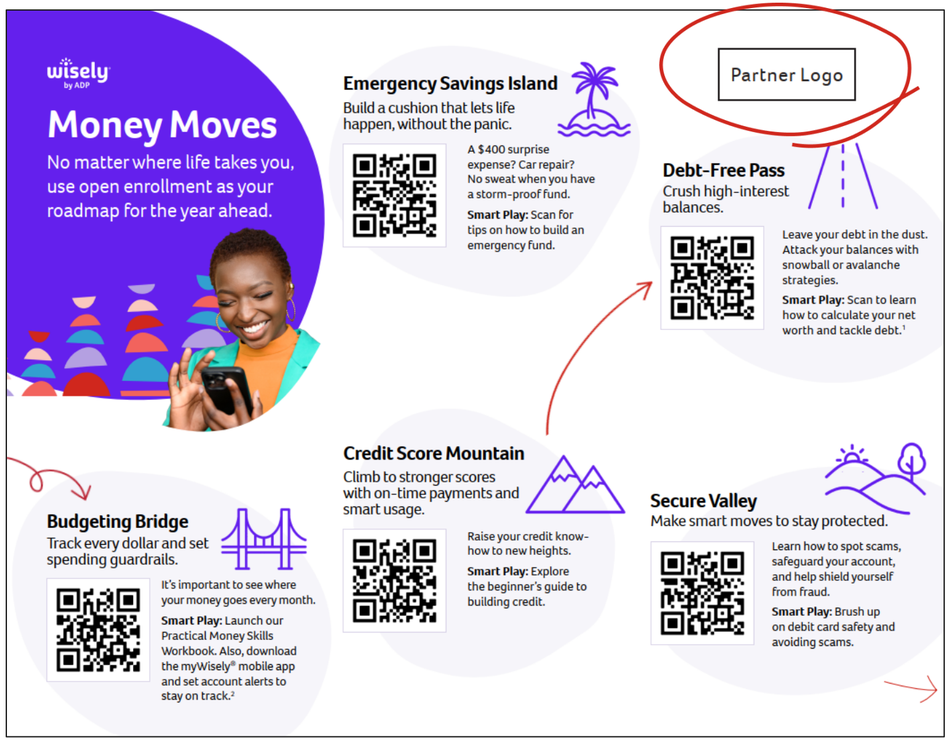
[1] Standard message and data rates may apply.

Want to customize with your branding?

Drop in your company logo to show this is a financial wellness benefit you support!





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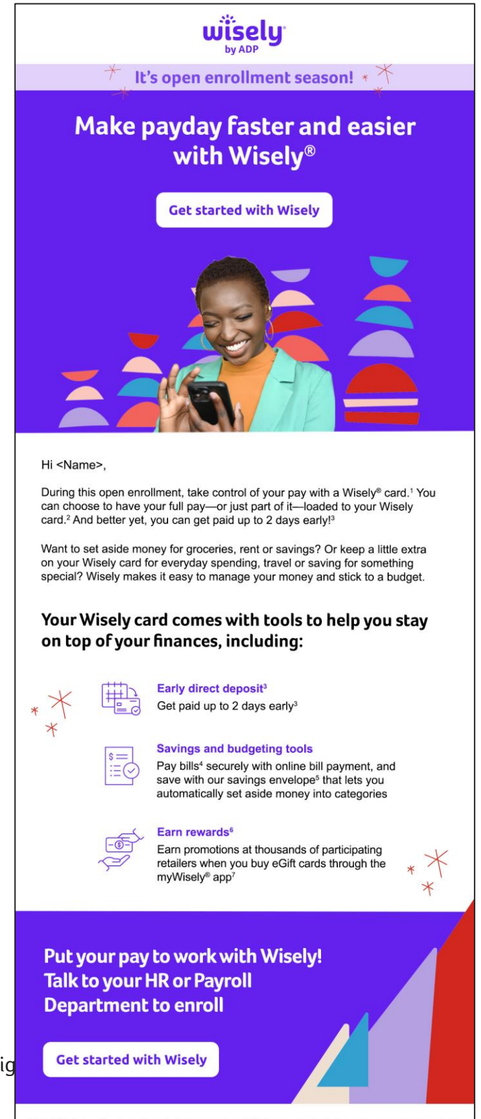
[1] Standard message and data rates may apply.

Email template

Embed the JPG image into an email to share with your employees (works with various email platforms including Outlook, Gmail, etc.)



Make the image clickable by adding a URL. Recommended URLS:

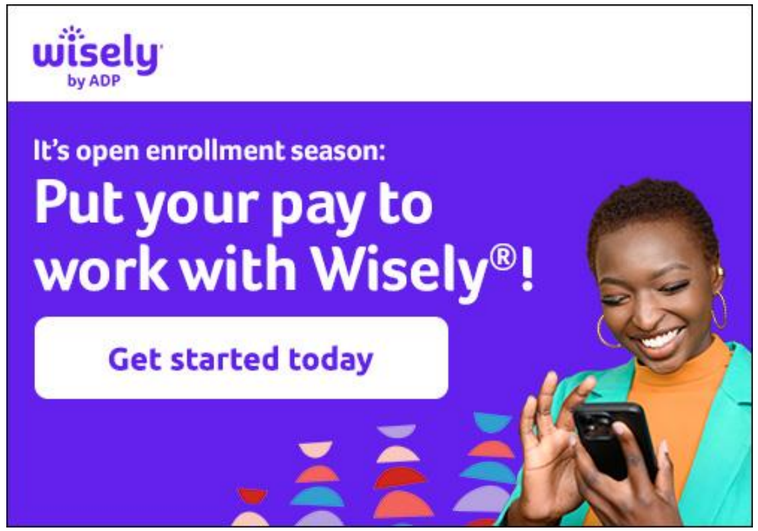
- Wisely landing page to learn more: https://www.mywisely.com/payday-your-way-acquisition_2/
- Self enroll (only if you offer self-enrollment to your employees). Example URL looks like the following: https://www.mywisely.com/app/main/partner?referral_code=XXXXXXX Note: Your company's unique referral code must be added in the highlighted section in order to work.

Copyrig

[1] Standard message and data rates may apply.

Intranet banner

Upload the JPG image to your intranet or company portal to promote to your employees



Make the image clickable by adding a URL. Recommended URLS:

- Wisely landing page to learn more: https://www.mywisely.com/payday-your-way-acquisition_2/
- Self enroll (only if you offer self-enrollment to your employees). Example URL looks like the following: https://www.mywisely.com/app/main/partner?referral_code=XXXXXXX
  Note: Your company's unique referral code must be added in the highlighted section in order to work.

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