

E-MAILING YOUR LIST

One of the most effective ways to help encourage Americans to get covered during Open Enrollment is to send emails that put facts in the hands of consumers.

- **How to Use:** While you can start with the sample email below, the very best emails are the ones you write for your audience. For example, you can tailor an email by putting it into the voice, style and template you currently use for your organization. If you decide to use the language below, please attribute this information to HHS.
- **When to Send Emails:** This year, the best time to send a single email is between December 13 and 14th. The best time to send a series of three emails is December 12th and December 14th.

The U.S. Department of Health and Human Services' Sample Email:

Subject Line: Need Health Insurance? Here's what you need to know:

[First Name],

If you – or someone you know – needs health insurance, now's your chance to sign up for quality and affordable coverage. The December 15 deadline for coverage is coming soon:

[Add Link] [Visit HealthCare.gov right now to enroll in coverage.](#)
[\[Insert a red "Apply" Button with a link to HealthCare.gov\]](#)

Here are a few fast facts from the United States Department of Health and Human Services about getting covered through HealthCare.gov:

- **It's not as expensive as you think.** Most consumers can find plans with monthly premiums for \$50-\$100 per month thanks to financial assistance. More than 8 out of 10 consumers who sign-up at HealthCare.gov qualify for financial help to make coverage affordable.
- **Remember: The Deadline for January 1st coverage is December 15th.** [Enroll today.](#)
- **Free, expert help is also available in person or by phone.** Call 1-800-318-2596 for confidential assistance 24/7 or visit [LocalHelp.HealthCare.gov](#) to find free in-person help in your community.
- **It really is the law.** If you don't get covered, you could face a penalty on your taxes next year of \$695 or more.

[Don't miss your chance to get covered](#) and tell your friends why they should, too!

Prepared by the U.S. Department of Health and Human Services

Measure your impact:

We want to make sure we can correctly attribute every application submitted thanks to an email you send. Consistent with your organization's privacy policy, append the following UTM parameter to your links (replace the yellow highlight with your information):

?utm_medium=email&utm_source=**COMPANYNAME**&utm_campaign=partner&utm_content=MM_DD_YY