

New hire benefits enrollment email template

Tell a new employee when their benefits start, how long they have to enroll, and where to get help.

Updated October 15, 2026. Written and reviewed by the HRTally Research Team.

When to use this template

New hires get a flood of paperwork, and benefits enrollment is the item most likely to slip. Unlike tax forms, missing the benefits deadline can leave someone without health coverage until next year's open enrollment. This email isolates the benefits step with a clear deadline.

Say when coverage starts, how many days they have to enroll, what they need, such as dependents' Social Security numbers and dates of birth, and who to call. Our benefits guide can help new hires understand plan types, and the benefits administration buyer guide covers tools that handle enrollment.

Version 1: New hire enrollment

SUBJECT Enroll in your [Company] benefits by [Date]

Hi [Employee first name],

Welcome again to [Company]. You are eligible for benefits starting [Coverage start date], and you have until [Enrollment deadline] to enroll.

What you can enroll in: [medical, dental, vision, life and disability insurance, HSA or FSA, 401(k)].

What you will need: names, dates of birth, and Social Security numbers for any dependents you want to cover.

Where to enroll: [Portal link]. It takes about [Number] minutes.

Benefits guide and costs: [Link]

If you don't enroll by [Date], you won't have medical coverage through [Company] until next year's open enrollment, unless you have a qualifying life event.

Want to talk through your options? Book 15 minutes with [Benefits contact]: [Link].

[Benefits contact]

[Company]

Version 2: Reminder before the deadline

SUBJECT **Reminder: benefits enrollment closes [Date]**

Hi [Employee first name],

Your window to enroll in benefits closes on [Date]. If you want coverage starting [Coverage start date], please complete enrollment here: [Link].

If you plan to waive coverage, please do that in the portal too so we have a record.

[Benefits contact]

Subject lines to try

- Enroll in your [Company] benefits by [Date]
- Your benefits start [Date]
- Reminder: benefits enrollment closes [Date]
- Action needed: choose your benefits
- New hire benefits: what to do next

How to personalize it

- Give the enrollment deadline as a calendar date, not a number of days.
- List the information they need for dependents.
- Ask employees who decline to waive coverage in writing.
- Offer a short call, since many new hires are choosing plans for the first time.

Mistakes to avoid

- Combining this with ten other onboarding tasks.
- Assuming every new hire understands HSA, FSA, or deductible.
- Forgetting part-time employees who become eligible.
- Waiting until the end of the eligibility window to remind.

Legal and compliance notes

Under the ACA, waiting periods for group health coverage can't exceed 90 days. Applicable large employers with 50 or more full-time equivalent employees must offer affordable minimum essential coverage to full-time employees or risk penalties, and track variable-hour employees with a measurement method. Our ACA compliance software guide covers tracking and reporting.

| When to send it

Send on the first day or as soon as the employee becomes eligible, with a reminder a week before the deadline. Many plans give new hires 30 days to enroll.

| Before you hit send

- Dates, deadlines, and costs match the plan documents and carrier materials.
- Medical details stay between the employee and HR, not the manager or team.
- Required notices, such as FMLA forms or the Summary of Benefits and Coverage, are attached or scheduled.
- The employee knows exactly who to call, with a phone number.
- State leave programs and paid sick leave rules were checked for the employee's work location.

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