Ready-to-use email templates

How to use these templates

We've created a few examples for you to use as a starting point for your own Gen Z outreach. Check out our Communications Guide for tips on adapting them for your unique audience. And don't forget to update the CTAs, subject line and other details to tailor them for your organization.

Email 1 – Control

Subject: Take control of your savings

Let's be real – the future can feel uncertain.

Between what's happening in the world, the economy and constant information from every direction, it can feel like a lot. When you're focused on what's happening right now, long-term planning can seem far away.

If you're feeling that way, you're not the only one. The good news? Building yourself up financially doesn't have to mean big changes. Small steps today can have a bigger impact than you think.

One of the easiest places to start is with your workplace savings program. It's not just for retirement – it's a way to save for whatever goals are important to you.

Start today:

- Review your contribution rate and increase it by even just 1%
- Or make your first lump-sum contribution this week

You may not be able to control the future, but you can take control of your finances today.

CTA: View your plan

Email 2 – Small, actionable steps

Subject: Saving is a habit you can build

Set yourself up for the future, one step at a time.

You may not be able to control the future, but you can build yourself up financially to take on whatever it looks like. One way to ease some of your anxiety about the future is to keep your savings where they are and continue to build, over time.

Let's say travelling is important to you. You could take the money out of your retirement savings program, but that would mean you have to pay additional taxes, and you'll lose out on important years for compounding returns. Instead, you can get creative! Maybe you decide this isn't the year for a trip away, and you opt for a weekend trip – something you can afford today, without costing you the future you deserve.

You really can have your cake and eat it, too. Enjoy your life while still saving to achieve your future goals!

CTA: Set your contributions and get started

Email 3 – Moments that matter

Subject: Some stability in a changing world

Starting a new role comes with a lot of decisions and doubt, but you don't have to have everything figured out. An easy decision for today is to contribute to your workplace savings plan.

It's one of the simplest ways to start building future financial flexibility. Even if your contributions don't seem like much now, you'll be surprised by how much can change with small, steady growth.

Start with simple steps:

- Enrol in your plan
- Understand the options available to you
- Contribute enough to take advantage of employer matching plans (you can adjust anytime)

CTA: Enrol in your plan today