

Activation email campaign for participants

Personalized Planning & Advice
November 2023



Campaign Overview

Three-touch email campaign for plans activating Personalized Planning & Advice, with supporting messaging on NetBenefits®

Objective

- Build awareness of PP&A as a newly offered service
- Educate participants on the value that PP&A delivers and help them determine if the service is right for them

Audience

- All participants in the plan's activation period

Campaign structure

- Touch 1: Change Notice - Sent 35 days prior to PP&A launch (Print Back-Up)
- Touch 2: Launch Announcement - Sent on or near date of PP&A launch (Print Back-Up)
- Touch 3: Reminder - Sent 30 days after launch
- Additional messaging on NetBenefits®

Click thru destination

- Touch 1 (Change Notice): Workplace planning phone number
- Touch 2 (Launch Announcement): PP&A landing page and workplace planning phone number
- Touch 3 (Reminder): PP&A landing page and workplace planning phone number
- If your plan is offering an incentive during the campaign timeframe, incentive information and deadline will also be included

Email Samples

Touch 1: Change Notice

Makes participants aware of the PP&A service that's coming soon


Drives to the Workplace Planning phone number

Sent 35 days prior to launch

Subject line: COMING SOON: Personalized help to manage your retirement goals


Preheader: Your employer is adding more to your workplace benefits.


view in your browser



WI CLIENT LOGO SPACE
200x75 max

[First Name] [Last Name]
[Plan Short Communication Name]




[Secure Login](#) 



Feel more secure in your retirement plan

Managing your retirement goals and investments isn't easy—especially with all of life's other challenges. That's why, starting on **<Date>**, **<Client Name>** will offer a new benefit to help you stay on target toward retirement.

With **Fidelity® Personalized Planning & Advice**, we'll work with you to develop a personalized investment strategy to help you manage your retirement goals. We'll:

-  Take into account your personal situation and overall financial picture
-  Balance risk and reward based on your comfort level
-  Align to your goals to help you stay on track for retirement

Strategic Advisers LLC, a registered investment advisor and Fidelity Investments company, has been appointed to provide discretionary management through Fidelity® Personalized Planning & Advice.

For an advisory fee of no more than .85% of your assets,¹ we'll partner with you to manage your hard earned savings, so you can work toward your retirement goals.

Look for more details coming your way soon.

Questions? Call 866-811-6041

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Touch 2: Launch Announcement

Raises awareness of the new service & its value

Links to the PP&A landing page and includes the Workplace Planning phone number

Sent on or near date of PP&A launch

Subject line: Now Available: Fidelity Personalized Planning & Advice

Preheader: We'll help you get on track for retirement.

[view in your browser](#)



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200x75 max

[First Name] [Last Name]
[Plan Short Communication Name]

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Get a personalized retirement investment strategy

Investing for your retirement isn't easy. But no matter what stage you're at, or how complex your situation, Fidelity has a range of resources and benefits to help you feel more secure for your today and tomorrow.

Now **<Client Name>** is providing you with a new way to get help.

Fidelity® Personalized Planning & Advice can develop an investment strategy around your life and full financial picture. We'll balance risk and reward based on your comfort level and keep your investment strategy aligned to your retirement goals.

Talk to one of our investment professionals to learn more.
Call 866-811-6041.

[Learn more](#)



<Save <X>% off the advisory fee if you enroll in Fidelity's managed account by <date>.>



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Touch 3: Reminder

Provides a reminder of the new service

Links to the PP&A landing page and includes the Workplace Planning phone number

Sent 30 days after launch

Subject line: Reminder: Get help staying on target for retirement.
Preheader: See if Fidelity® Personalized Planning & Advice is right for you.

[view in your browser](#)



WI CLIENT LOGO SPACE
200x75 max

[First Name] [Last Name]
[Plan Short Communication Name]

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Retirement is personal. Let's make sure your plan is, too.

Plan for a retirement that's all yours. With Fidelity® Personalized Planning & Advice, we'll create an investment strategy for your retirement savings. One that takes into account your personal situation, goals for the future, and comfort level with risk.

No matter how complex your life is or how uncertain the markets become, you'll have the confidence of knowing an experienced team is working to help keep you on the right track for retirement.

Talk to one of our investment professionals to learn more.
Call 866-811-6041.

[Learn more](#)



<Save <X>% off the advisory fee if you enroll in Fidelity's managed account by <date>.⊃>1



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Destination Pages

PP&A landing page

Destination of the Launch & Reminder Announcement

Allows participants to learn more about the PP&A service

Incentive message included, if your plan is offers one

Alert at the top of the page informs participants that other strategies are also available

The screenshot shows the Fidelity Personalized Planning & Advice landing page. At the top right, there is a "Logout" link. Below it, the page title "Fidelity® Personalized Planning & Advice" is displayed, along with the phone number "Questions? 866-811-6041" and a "View my proposal" button. Two informational boxes with information icons (i) are present: the first asks if PP&A is right for the user and offers to explore other options; the second informs the user that PP&A has been added to their plan options and offers to help them decide. The main heading "Fidelity® Personalized Planning & Advice" is followed by the sub-heading "A personalized investment strategy designed to help you manage your retirement goals." and a prominent "View my proposal" button. A blue banner at the bottom of this section contains a calendar icon and the text: "Sign up by March 13 and receive a 50% discount off the net advisory fee for 180 days." The lower section is titled "Put Fidelity's retirement experience to work for you" and features a laptop displaying a retirement strategy dashboard. To the right, it states "A team of experienced professionals will work to help you reach your retirement goal" and lists three bullet points: "We work with you to build a plan for your retirement", "We professionally manage your retirement savings", and "We reach out to you periodically to discuss your progress". Below this is a "Prepare my proposal" button. The section "Personalized retirement planning for you" explains that Fidelity representatives will understand the user's financial picture, including a review of their personal situation, access to a planning dashboard, and quarterly email check-ins. A circular image shows a financial advisor working at a laptop. The page concludes with the text: "Want a free review of you plan? Talk to one of our financial representatives to learn more. Call 866-811-6041."

**Complementary
NetBenefits[®]
Experience**

NetBenefits® homepage messaging

Alert raises awareness of the PP&A incentive, if your plan is offering one

Bricklet message raises awareness of PP&A as a newly added service

Fidelity NetBenefits® Search THETA CORPORATION Log out

Home Accounts & Benefits Planning

Your portfolio **\$23,229.29*** Balance as of [View investments](#)

Health & Insurance **\$177.75** Total benefits cost Bi-Weekly [View benefits](#)

Plan for college, retirement, and life in between. [Planning & Guidance](#)

You may be missing out on a great plan benefit available to you.
See if Personalized Planning & Advice is right for you — try it today and save on the advisory fee for a limited time. [Learn more](#)

THETA Corporation	THETA ESPP Contribution	ESPP Contribution	Health & Insurance	Health Savings Account
401(K)	THETA Retirement Plan	Employee Stock Purchase Plan	Medical	
\$21,981.26	View Details	Enroll	Participant & Adult Coverage	\$1,248.03
Quick Links	Quick Links		Quick Links	Quick Links

Congratulations! You now have access to a new personalized investment service. [Learn more](#)

NetBenefits® PP&A landing page

Alert raises awareness of PP&A as a newly added service

Incentive messaging included, if your plan is offering one

Logout

Fidelity® Personalized Planning & Advice Questions? 866-811-6041 [View my proposal](#)

1 Unsure if Personalized Planning & Advice® is right for you? Fidelity's broad range of planning strategies are designed to meet the needs of every investor. [Explore other ways we can help.](#)

1 ~Client Name~ has recently added Personalized Planning & Advice, a managed account, to your plan options. If you choose to enroll, we'll keep your investment strategy aligned to your goals to help you stay on track for retirement. If you choose not to enroll, you'll remain in your current [investment strategy](#). Learn more below or call 866-811-6041 to see if Personalized Planning & Advice is right for you.

Fidelity® Personalized Planning & Advice

A personalized investment strategy designed to help you manage your retirement goals.

[View my proposal](#)

Sign up by March 13 and receive a 50% discount off the net advisory fee for 180 days.

Put Fidelity's retirement experience to work for you

A team of experienced professionals will work to help you reach your retirement goal

- We work with you to build a plan for your retirement
- We professionally manage your retirement savings
- We reach out to you periodically to discuss your progress

[Prepare my proposal](#)

Personalized retirement planning for you

Our team of licensed Fidelity representatives will take time to understand your financial picture, including:

- A review of your personal situation including factors like your risk tolerance, how much you've saved, and how long your money will need to last
- Access to a planning dashboard and quarterly email check-ins to track your progress against your retirement goals

Want a free review of you plan? Talk to one of our financial representatives to learn more. Call **866-811-6041**.

Appendix: Emails with Disclosures

Touch 1

Change Notice

Subject line: COMING SOON: Personalized help to manage your retirement goals

Preheader: Your employer is adding more to your workplace benefits.

[view in your browser](#)



WI CLIENT LOGO SPACE
200x75 max

[First Name] [Last Name]
[Plan Short Communication Name]

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Feel more secure in your retirement plan

Managing your retirement goals and investments isn't easy—especially with all of life's other challenges. That's why, starting on **<Date>**, **<Client Name>** will offer a new benefit to help you stay on target toward retirement.

With **Fidelity® Personalized Planning & Advice**, we'll work with you to develop a personalized investment strategy to help you manage your retirement goals. We'll:



Take into account your personal situation and overall financial picture



Balance risk and reward based on your comfort level



Align to your goals to help you stay on track for retirement

Strategic Advisers LLC, a registered investment advisor and Fidelity Investments company, has been appointed to provide discretionary management through Fidelity® Personalized Planning & Advice.

For an advisory fee of no more than .85% of your assets,¹ we'll partner with you to manage your hard-earned savings, so you can work toward your retirement goals.

Look for more details coming your way soon.

Questions? Call 866-811-6041

Download the free NetBenefits® app to manage your accounts whenever—and wherever—you want. Learn more about what the app can do for you.



Investing involves risk, including risk of loss.

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¹The annual gross advisory fee will be no more than .85% of your average managed account balance. However, your net advisory fee will vary over time depending on the investments in your account and other factors. The advisory fee for your account does not include underlying investment option expenses charged at the individual investment option level for any investment options in your account. These are the standard expenses that all investment option shareholders pay. Starting on **<mm/dd/yyyy>**, you may obtain additional advisory-fee information, including a detailed fee schedule, by login in to NetBenefits.com or by call 866811-6041. Shareholders may be subject to certain short-term trading fees. Please consult the individual fund prospectus for more information.

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Touch 2

Launch Announcement

Subject line: Now Available: Fidelity Personalized Planning & Advice

Preheader: We'll help you get on track for retirement.

[view in your browser](#)



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200x75 max

[First Name] [Last Name]
[Plan Short Communication Name]

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Get a personalized retirement investment strategy

Investing for your retirement isn't easy. But no matter what stage you're at, or how complex your situation, Fidelity has a range of resources and benefits to help you feel more secure for your today and tomorrow.

Now **<Client Name>** is providing you with a new way to get help.

Fidelity® Personalized Planning & Advice can develop an investment strategy around your life and full financial picture. We'll balance risk and reward based on your comfort level and keep your investment strategy aligned to your retirement goals.

Talk to one of our investment professionals to learn more.
Call 866-811-6041.

[Learn more](#)



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<Special offer: You will receive an advisory fee discount equal to <XX>% off the annual <target net><gross> advisory fee for <XXX> days. At the end of the period, your account will begin to be charged the full advisory fee applicable to your plan. No additional communications will be sent to you at the conclusion of the offer. To unenroll in this service at any time, call Fidelity at 866-811-6041. This offer is subject to change or cancellation without notice. The advisory fee for your account does not include underlying investment option expenses charged at the individual investment option level for any investment options in your account. These are the standard expenses that all investment option shareholders pay. For more advisory fee information, including a detailed fee schedule, log in to NetBenefits.com or call 866-811-6041. Shareholders may be subject to certain short-term trading fees. Please consult the individual fund prospectus for more information.>

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Touch 3

Reminder

Subject line: Reminder: Get help staying on target for retirement.
Preheader: See if Fidelity® Personalized Planning & Advice is right for you.

view in your browser



WI CLIENT LOGO SPACE
200x75 max

[First Name] [Last Name]
[Plan Short Communication Name]

[Secure Login](#)



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Plan for a retirement that's all yours. With Fidelity® Personalized Planning & Advice, we'll create an investment strategy for your retirement savings. One that takes into account your personal situation, goals for the future, and comfort level with risk.

No matter how complex your life is or how uncertain the markets become, you'll have the confidence of knowing an experienced team is working to help keep you on the right track for retirement.

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[Learn more](#)



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