**Initial HSA Outreach Email**

*Subject Line:* **Want to enhance your benefits? Try an HSA!**

*Preview Text:* **Take advantage of the tools already available to you**

Hello <EmployeeFirstName>,

At (YOUR ORGANIZATION NAME) one of our most passionate goals is to provide you with cutting-edge benefits that you and your dependents can use to make your lives a little easier.

One of the options we’re most excited to offer is the [Health Savings Accounts](https://claritybenefitsolutions.com/solutions/health-savings-account) (HSA).

HSAs offer personalized and flexible spending options that work together with your other benefits to help ensure you’re prepared for life’s unexpected moments.

We noticed you haven’t taken advantage of the HSA we offer, so we wanted to share a few of the benefits!

Key benefits of enrolling: Staying protected from the unexpected, tax savings, HSA Store, investment/retirement opportunities.

Evolved benefits for an evolving workforce

1. **No gaps in coverage:** Staying protected from the unexpected.
2. **Tax savings:** HSAs offer tax-free contributions, earnings, and distributions.
3. **Retirement and Investment Opportunities:** Easily invest and save for retirement with the same HSA you’d use for your everyday health expenses.
4. [**HSA Store**](https://hsastore.com/claritybenefitsolutions.html?AFID=489870&GroupName=TPA&CID=437559&utm_source=Clarity%2BBenefit%2BSolutions&utm_medium=TPA%2BFlyer%2BWelcome&utm_campaign=TPA%2BPartner)**:** Choose from thousands of HSA-eligible products that help you get the most value out of your benefits. Plus… enjoy **$35 off $150** at the HSA Store with coupon code: INSIDER
5. **Evolved Benefits for an Evolving Workforce:** Benefit needs have changed in the last few years and an HSA can help meet those needs. Take a look!

Watch: Learn how to maximize your HSA with high-yield interest and custom investment options: <https://youtu.be/INBq_Ps6q2A>

If you have any questions about HSAs or want to learn how to enroll, feel free to give me a call or reach out by email!

Thank you so much for your time and I look forward to connecting with you soon!

<YOUR CONTACT INFO HERE>