

Student Debt Program

Congratulations on offering the Fidelity Student Debt Benefit

Today, you are among a small percentage of companies that offer this sought-after benefit.

The purpose of this document is to provide you with information based on our experience working with other clients to get your employees engaged and using the Student Debt Benefit.



Step 1: Create key audiences

Identify your key audiences, their needs, and the desired outcome for each.



AUDIENCE



OUTCOME

Eligible employees	Leverage resources to manage student debt and enroll.
Managers/senior leadership	Use the Student Debt program as another way to increase employee engagement and recruiting.
All employees	View the Student Debt program as another way the company is committed to providing benefits that will improve the health and welfare of their associates.
Industry (prospective employees, media, trade groups)	Increase the perception that the company is a leader in their industry because they offer such a unique and modern benefit.

Step 2: Create key messages

The Student Debt Benefit messaging you share with your employees should convey your appreciation of their efforts and your desire to help them achieve their goals both at work and in life. Key messages include:

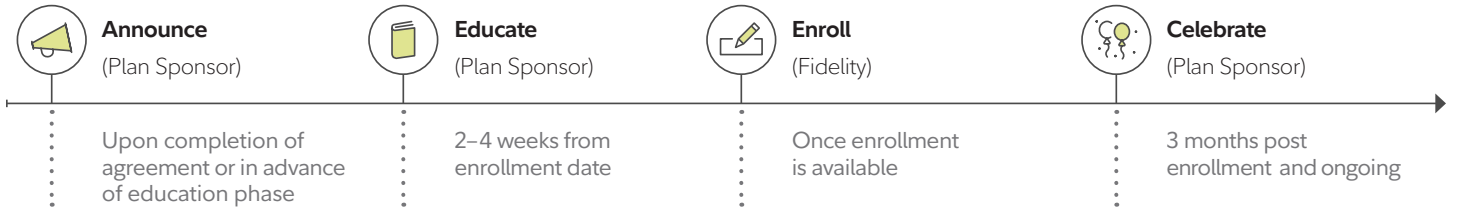
- ✓ The well-being of our employees is important to us
- ✓ We continue to look for solutions that will make it easier for our employees to do their job, prosper in their home life and make this company an attractive place to work.
- ✓ We understand the complexities of navigating student debt and are committed to helping our employees tackle these challenges.
- ✓ The Fidelity Student Debt program is one way we are helping our employees reduce their debt burden and begin to accomplish their lifetime goals.

Step 3: Create key communications and timeline

To promote the Fidelity Student Debt Benefit, we recommend using the following four phases:

- Announce** — Let people know that you've added this great new benefit for your employees.
- Educate** — Explain the benefits your employees will enjoy, and how the program works.
- Enroll** — Tell your employees how they can sign up for the benefit.
- Celebrate** — Recognize how much your employees have benefited from the program.

The timeline you follow to roll out your Student Debt Benefit should follow a schedule that provides the right resources for your employees at the right time. As an example, your roll out schedule could look like this:



Step 4: Create content

Below are recommended key messages and vehicles for each phase. Fidelity has created some templated communications that you can use to communicate the program to your employees. For other communications, you can use language from those templates to create your own.

*Indicates content that is available on the Plan Sponsor Webstation.³

ANNOUNCE

Key Points	Vehicles
<ul style="list-style-type: none"> • General statement about your commitment to helping your employees • Program overview along with dollar amount being paid on employee's behalf • General timeline regarding enrollment period 	<ul style="list-style-type: none"> • Email Message* • Signage/PowerPoint Slide* • Article/Blog Post* • Recruiting Flyer¹ \$100 \$150 \$167 \$200* • Announcement Video* • Manager/Roundtable Speaking Points

EDUCATE

Key Points	Vehicles
<ul style="list-style-type: none"> • Enrollment is coming soon • Use Fidelity's Student Debt tool to enter loan details, possible savings and refinancing options • Link to Getting Started Guide • Reminder that employees will need statements to enroll • Date employees can expect to receive an enrollment message • Fidelity also has resources to help you save, select, and pay for college (post deployment) 	<ul style="list-style-type: none"> • Email Message* • Getting Started Guide* • Navigating the College Journey* • Manager/Roundtable Speaking Points

ENROLL

Key Points	Vehicles
<ul style="list-style-type: none"> • Millions of Americans are negatively impacted by student debt • Reinforce benefit details • Reminder that student loan borrowers will need statements to enroll • Click to enroll 	<ul style="list-style-type: none"> • Enrollment Message (Fidelity)^{2*} • Reminder Message (Fidelity)^{2*} • Intranet Bricklet*

CELEBRATE

Key Points	Vehicles
<ul style="list-style-type: none"> • Reinforce that you are a leader in your space • You are committed to helping your employees • Why you made the commitment • Recognize the successes of your Student Debt program since deployment¹ <ul style="list-style-type: none"> – Number of participants – Amount of principal paid – Amount saved through reduction of principal and interest 	<ul style="list-style-type: none"> • Social Media (LinkedIn, Twitter, Glassdoor)* • Company Meeting/Business Update* • Press Release

Visit the Fidelity Plan Sponsor WebStation® (PSW®) employer portal

The information and resources to assist you to effectively communicate and launch the Fidelity Student Debt Benefit, including the materials highlighted or notated above, are available on the [Student Debt section of PSW](#). Visit now or contact your Fidelity representative with any questions.

¹Plan sponsors should use the denomination that best aligns with their Student Debt program.

²Upon deployment, enrollment message is sent when a new eligible employee joins the company and on an annual basis to eligible un-enrolled participants. In the event no action is taken, a reminder message is sent 2-4 weeks after the enrollment message.

³Information is available in the Student Debt section of PSW

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