

---

# 401(k) Rollover Campaign Email Journey



## Email Journey Purpose

- Drive member awareness of the CU wealth management program and engagement with the advisor
- Educate members on their options for 401(k) rollovers and encourage them to meet with the advisor to help make the right decision
- Position the advisor as a valuable resource and guide that can help members achieve their goals
- Move member-prospects down the sales funnel—from “unaware” or “indifferent” to “interested” and “willing to meet”—and create opportunities for informational meetings and sales closes

## Email Journey Best Practices

- Email is sent from the credit union WM program or 1:1 from the advisor to a prospect
- If email is sent by credit union WM program
  - Email has direct ties back to the WM program (logo/colors/etc.)
  - Members need to have an efficient way to unsubscribe from the email
  - Proper disclosures need to be used
  - Final emails need to be submitted to compliance for review
- Campaign imagery is placed within the email ([images found here](#))
- Prospects are sent only one version of each email
- Email 1 and Email 2 are sent in a series two weeks apart; each email can also be sent as standalone communications
- Salesforce campaign is created with Salesforce to track targeted members
- Target members age 23–65

## Email #1 – 401(k) Rollover FAQ

### *Version 1: “Do you know?”*

**Subject Line:** 5 Things to Know About 401(k) Rollovers

**Preheader:** Check out our [401\(k\) Rollover FAQ](#).

**Header:**

**Know Your Options Before You Roll**

**Body Copy:**

Rolling over your 401(k) plan involves choices, and those choices can be confusing. Our [401\(k\) Rollover FAQ](#) answers 5 commonly asked questions about options and opportunities.

**CTA:** Download your [Rollover FAQ](#) now.

For more information about how a financial advisor can help you navigate the rollover process and other major life

---

events, feel free to contact me at [Insert email] or [insert phone #].

***Version 2: "Are you in this situation and wondering what to do?"***

**Subject Line:** Changing jobs? You have 3 options for your 401(k) account

**Preheader:** Learn more with our simple [401\(k\) Rollover FAQ](#).

**Header:**

**Keep It.**

**Let It Ride.**

**Roll It Over.**

This FAQ can help you decide what to do with your old 401(k)

**Body Copy:**

If you're leaving a job where you had a 401(k), you have options to consider and decisions to make.

Our [401\(k\) FAQ](#) offers a brief summary of what you need to know to make informed choices, answered in 5 questions. [Take a look](#) today, as your old plan may have upcoming deadlines for making withdrawal decisions.

**CTA:** Download your [401\(k\) Rollover FAQ](#) now to get started.

For more information about how a financial advisor can help you navigate the rollover process and other major life events, feel free to contact me at [Insert email] or [insert phone #].

***Version 3: "Tailor your rollover to your specific needs/situation"***

**Subject Line:** 401(k) Rollovers Can Be Confusing. This FAQ can Help

**Preheader:** Make more informed decisions with our [401\(k\) Rollover FAQ](#).

**Header:**

**Am I Doing It Right?**

Use this FAQ to help you make rollover decisions

**Body Copy:**

Make the rollover choices that are best for your needs with the help of our 401(k) Rollover FAQ. Learn more about your rollover options, tax implications, and deadlines you may need to keep in mind.

**CTA:** Download your [401\(k\) Rollover FAQ](#) now to learn more.

For more information about how a financial advisor can help you navigate the rollover process and other major life events, feel free to contact me at [Insert email] or [insert phone #].

## **Email #2 – 401(k) Rollover 5 Step Guide**

***Version 1: "Here's what to do."***

**Subject Line:** 401(k) Rollovers in 5 Easy Steps

**Preheader:** Use our [5-Step Guide](#) as your rollover checklist.

**Header:**

**Here's How You Do It**

Our 5-Step Guide can help your rollover go smoothly

**Body Copy:**

Follow our [5-Step Guide](#) for an easier rollover experience.



---

Learn the deadlines to be aware of, compare traditional and Roth options, and find out what type of rollover to request from your former plan.

**CTA:** Download your [401\(k\) Rollover Guide](#) now to get started.

For additional help at any step in the rollover process, talk with [insert advisor name], your credit union financial advisor, at [advisor phone number] or [advisor email].

***Version 2: "Let me help you"***

**Subject Line:** Rolling Over a 401(k)? We Should Talk

**Preheader:** Use our [5-Step Guide](#) as your rollover checklist.

**Header:**

**We're Committed to Making Your Rollover Easier**

Our 5-Step Guide can help your rollover go smoothly

**Body Copy:**

Our [Rollover Guide](#) outlines 5 simple steps to help your rollover go smoothly. But it's just one of the rollover aids we offer to help you be aware of deadlines, compare traditional and Roth options, and choose investments in your new 401(k) or IRA.

**CTA:** Download your [401\(k\) Rollover 5-Step Guide](#) now.

For assistance at any step in the rollover process, reach out today to your credit union financial advisor. They can help you make informed choices that fit your personal needs and retirement goals.

[Insert advisor email signature/contact info here]

