

Sample email. Below is a sample email that can be sent to AJC job seekers. These emails are most effective around deadlines. For Open Enrollment, the two important deadlines are: (1) December 15, 2016, the deadline for coverage starting January 1, 2017; and (2) January 31, 2017, the deadline for Open Enrollment in 2017. Therefore, we strongly recommend sending this email to AJC job seekers the week of December 12th and the week of January 23rd.

When sending this email the week of January 23rd, references to the December 15th deadline should be replaced with references to the January 31st deadline, and references to coverage starting January 1st should be changed to refer to coverage in 2017.

Subject Line: Need Health Insurance? What you need to know:

[First Name],

If you – or someone you know – needs health insurance, now’s your chance to sign up for quality and affordable coverage. The December 15 deadline for coverage is coming soon.

More than 8 out of 10 consumers who sign-up at HealthCare.gov **qualify for financial help** to make coverage affordable. Most consumers can find plans with monthly premiums for **less than \$75 per month** thanks to financial assistance.

Visit HealthCare.gov now to find health insurance that meets your needs and budget.

Free, expert help is also available in person or by phone. Call 1-800-318-2596 for confidential assistance 24/7 or visit <https://localhelp.healthcare.gov/#intro> to find free in-person help in your community.

Remember: The Deadline for January 1st coverage is December 15th. [**Enroll today.**](#)