

BJ’s Restaurants

**Email Templates**

**We’ve provided the following templates to make communication easy. Click on the hyperlinks below to jump to each section.**

* [Email Snippet](#_Email_Snippet)
* Full Email Templates
	+ [Introduction to Decision Doc](#_Introduction_to_Decision)
	+ [First Reminder](#_First_Reminder)
	+ [Final Reminder](#_Final_Reminder)
	+ [Executive / Leadership Email](#_Executive_/_Leadership)

##

## **Email Snippet**

*Use this snippet if you’re already sending an email out to employees about Open Enrollment. Be sure to attach the Employee Flyer to your email!*

Your first step for Open Enrollment is to use Decision Doc: www.myhyke.com/bjsrestaurants2024. Brought to you by HYKE, Decision Doc provides a personalized Protection Score to measure your health and financial wellness. Spend a few minutes answering questions about your healthcare needs, finances and family, and receive instant guidance on which benefits will help you stay protected. It’s free, easy, and completely confidential.

**Plus, all Decision Doc users will automatically be entered into a $5,000 sweepstakes**.\* Keep an eye out for emails from HYKE during open enrollment with details on the sweepstakes and instructions on how to use Decision Doc. Any emails from HYKE will look like this:

* From address: hello@letshyke.com
* From name: BJ’s Restaurants Benefit Decision Support
* Sample subject line: Personalized benefit support – use Decision Doc now!

\* NO PURCHASE NECESSARY. MUST BE RESIDENT OF THE UNITED STATES OR DISTRICT OF COLUMBIA, 18 OR OLDER. VOID WHERE PROHIBITED. USE DECISION DOC TO ENTER. BEGINS AT 8 AM CST ON AUGUST 1, 2023 AND ENDS AT 11 PM CST ON DECEMBER 31, 2023. PRIZE: ONE (1) $5,000 CASH PRIZE. ADDITIONAL TERMS APPLY. FOR MORE DETAILS INCLUDING ALTERNATIVE METHOD OF ENTRY SEE OFFICIAL RULES AT WWW.LETSHYKE.COM/SWEEPSTAKES-OFFICIAL-RULES-5K-JANUARY2024. SPONSOR: HYKE

## **Full Email Templates**

*Use these templates to send standalone emails about Decision Doc.*

## **Introduction to Decision Doc**

**Subject:** Introducing Decision Doc, brought to you by HYKE

**Send Date:** DD GO LIVE DATE

**Attachment:** HYKE DD\_Employee Flyer

*Please bcc or forward your email announcements to your customer success lead so we can help you track utilization!*

Hi all!

We’re pleased to announce that we are partnering with HYKE to help you get guidance on your benefits! Their easy-to-use platform, *Decision Doc*, shows you which benefits make sense for your needs and budget – all at no extra cost to you. Employees who use *Decision Doc* save over $1,300 a year on average, so check out the details below and get started today!

**What you need to know:**

* Access Decision Doc here: [www.myhyke.com/bjsrestaurants2024](http://www.myhyke.com/bjsrestaurants2024)
	+ *For the best experience, use the most updated version of Google Chrome on your browser!*
* Be prepared to answer questions about your healthcare needs, finances and family.
	+ *You’ll be able to save and edit your responses later, so take your best guess when going through the questionnaire!*
* You’ll receive an instant Protection Score that measures your health and financial needs, and tells you which benefits will help you stay protected.
	+ *When you’re ready, navigate to our enrollment system to complete your enrollment for this year.*

**A chance to win big!**

All Decision Doc users will automatically be entered into a $5,000 sweepstakes.\* Keep an eye out for emails from HYKE during open enrollment with details on the sweepstakes and instructions on how to use Decision Doc. Any emails from HYKE will look like this:

* From address: hello@letshyke.com
* From name: BJ’s Restaurants Benefit Decision Support
* Sample subject line: Personalized benefit support – use Decision Doc now!

The team at HYKE is looking forward to supporting you this Open Enrollment season! If you have any questions, don’t hesitate to reach out to them at questions@letshyke.com.

Thank you,

BJ’s Restaurants

\* NO PURCHASE NECESSARY. MUST BE RESIDENT OF THE UNITED STATES OR DISTRICT OF COLUMBIA, 18 OR OLDER. VOID WHERE PROHIBITED. USE DECISION DOC TO ENTER. BEGINS AT 8 AM CST ON AUGUST 1, 2023 AND ENDS AT 11 PM CST ON DECEMBER 31, 2023. PRIZE: ONE (1) $5,000 CASH PRIZE. ADDITIONAL TERMS APPLY. FOR MORE DETAILS INCLUDING ALTERNATIVE METHOD OF ENTRY SEE OFFICIAL RULES AT WWW.LETSHYKE.COM/SWEEPSTAKES-OFFICIAL-RULES-5K-JANUARY2024. SPONSOR: HYKE

## **First Reminder**

**Subject:** Open Enrollment Step 1: Use Decision Doc (plus a chance to win BIG!)

**Attachment:** HYKE DD\_Employee Flyer

*Please bcc or forward your email announcements to your customer success lead so we can help you track utilization!*

Hi team!

Don’t forget that this year’s Open Enrollment involves one extra step to help you get the support you need. Before you start enrollment, please use Decision Doc, a secure online platform that makes it easy to understand your benefits. It takes just a few minutes and you’ll get:

1. An instant Protection Score that measures your health and financial needs
2. Guidance on which benefits will help you stay protected.

**Not convinced yet?** **Don’t forget that all Decision Doc users will automatically be entered into a $5,000 sweepstakes.\***

**Get started here and be sure to check out the attached flyer for more information:** [**www.myhyke.com/bjsrestaurants2024**](http://www.myhyke.com/bjsrestaurants2024)

All the best,

BJ’s Restaurants

\* NO PURCHASE NECESSARY. MUST BE RESIDENT OF THE UNITED STATES OR DISTRICT OF COLUMBIA, 18 OR OLDER. VOID WHERE PROHIBITED. USE DECISION DOC TO ENTER. BEGINS AT 8 AM CST ON AUGUST 1, 2023 AND ENDS AT 11 PM CST ON DECEMBER 31, 2023. PRIZE: ONE (1) $5,000 CASH PRIZE. ADDITIONAL TERMS APPLY. FOR MORE DETAILS INCLUDING ALTERNATIVE METHOD OF ENTRY SEE OFFICIAL RULES AT WWW.LETSHYKE.COM/SWEEPSTAKES-OFFICIAL-RULES-5K-JANUARY2024. SPONSOR: HYKE

##

## **Final Reminder**

**Subject:** Last Chance – Use Decision Doc Now (plus a BIG sweepstakes opportunity!)

**Send Date:** 1-2 days before Open Enrollment ends

**Attachment:** HYKE\_DD\_Employee Flyer

*Please bcc or forward your email announcements to your customer success lead so we can help you track utilization!*

Hi everyone!

This is your final reminder to use Decision Doc before Open Enrollment ends. Decision Doc is a secure platform that is quick, easy, and confidential, and could save you thousands of dollars. Even if you think you know which benefits to choose, take a few minutes to confirm your decisions and get your Protection Score

Get started now:

* Access Decision Doc here: [www.myhyke.com/bjsrestaurants2024](http://www.myhyke.com/bjsrestaurants2024).
	+ *For the best experience, use the most updated version of Google Chrome on your browser!*
* Be prepared to answer questions about your healthcare needs, finances and family.
	+ *You’ll be able to save and edit your responses later, so take your best guess when going through the questionnaire!*
* You’ll receive an instant Protection Score that measures your health and financial needs, and tells you which benefits will help you stay protected.
	+ *When you’re ready, navigate to our enrollment system to complete your enrollment for this year.*

**Once you’ve used Decision Doc, you’ll automatically be entered into a $5,000 sweepstakes.\***

Cheers!

BJ’s Restaurants

\* NO PURCHASE NECESSARY. MUST BE RESIDENT OF THE UNITED STATES OR DISTRICT OF COLUMBIA, 18 OR OLDER. VOID WHERE PROHIBITED. USE DECISION DOC TO ENTER. BEGINS AT 8 AM CST ON AUGUST 1, 2023 AND ENDS AT 11 PM CST ON DECEMBER 31, 2023. PRIZE: ONE (1) $5,000 CASH PRIZE. ADDITIONAL TERMS APPLY. FOR MORE DETAILS INCLUDING ALTERNATIVE METHOD OF ENTRY SEE OFFICIAL RULES AT WWW.LETSHYKE.COM/SWEEPSTAKES-OFFICIAL-RULES-5K-JANUARY2024. SPONSOR: HYKE

##

## **Executive / Leadership Email**

**Subject:** Personalized support provided by BJ’s Restaurants

**Attachment:** HYKE DD\_Employee Flyer

*Please bcc or forward your email announcements to your customer success lead so we can help you track utilization!*

Dear team,

I wanted to remind you that Decision Doc (brought to you by HYKE) is a new platform available to all employees, as part of this year’s open enrollment process. This secure platform will help you learn more about our benefit package and give you confidence that your benefits will protect your health and wallet. It takes just 10 minutes, so please get started using the instructions below.

* Go to Decision Doc: [www.myhyke.com/bjsrestaurants2024](http://www.myhyke.com/bjsrestaurants2024).
	+ *For the best experience, use the most updated version of Google Chrome on your browser!*
* Be prepared to answer questions about your healthcare needs, finances and family.
	+ *You’ll be able to save and edit your responses later, so take your best guess when going through the questionnaire!*
* You’ll receive an instant Protection Score that measures your health and financial needs, and tells you which benefits will help you stay protected.
	+ *When you’re ready, navigate to our enrollment system to complete your enrollment for this year.*

**Once you’ve used Decision Doc, you’ll automatically be entered into a $5,000 sweepstakes.\***

Be sure to reach out to the HYKE team at questions@letshyke.com for any questions about Decision Doc.

Sincerely,

BJ’s Restaurants

\* NO PURCHASE NECESSARY. MUST BE RESIDENT OF THE UNITED STATES OR DISTRICT OF COLUMBIA, 18 OR OLDER. VOID WHERE PROHIBITED. USE DECISION DOC TO ENTER. BEGINS AT 8 AM CST ON AUGUST 1, 2023 AND ENDS AT 11 PM CST ON DECEMBER 31, 2023. PRIZE: ONE (1) $5,000 CASH PRIZE. ADDITIONAL TERMS APPLY. FOR MORE DETAILS INCLUDING ALTERNATIVE METHOD OF ENTRY SEE OFFICIAL RULES AT WWW.LETSHYKE.COM/SWEEPSTAKES-OFFICIAL-RULES-5K-JANUARY2024. SPONSOR: HYKE