

Digital Beneficiary Campaign

Web – Add Beneficiary

Hello %DISPLAY_FIRST_NAME%



We noticed you haven't named a beneficiary.

Protect the future of your loved ones - it's simple in 3 easy steps.



[Name my beneficiary](#)

[Maybe later](#)

Web – Active Alert Tile

Action alert: Name a beneficiary to your plan today.

In just a few steps, you can secure your loved ones' future.

[➤ Update now](#)



EMAIL – GB / Choices Protection

Missing Beneficiary

Subject line: <First Name>, your account is missing information.

Pre-header: Add a beneficiary in 3 easy steps.



We noticed you haven't named a beneficiary.

Hi <%= recipient.firstName %>,

It's important to keep your account information up to date*. Name a beneficiary today to help protect your assets and ensure your life benefits go to the people you love.

Name your beneficiary in 3 easy steps

Step 1

[Sign in now](#)

Step 2

Click on **Beneficiary information**.

Step 3

Add your beneficiary.

Note: In some instances, a beneficiary may be "irrevocable." Refer to the **Beneficiary FAQ** for more details.

Sincerely,
Sun Life

[*Why name a beneficiary?](#)

This email communication was sent by Sun Life to <%= message.address %>.

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Add sunlife@info.sunlife.ca to your address book to ensure future communications aren't sent to your spam folder.

By participating in a Sun Life plan, you will receive communications about your workplace benefits or investments and any personal investments or insurance you have through Sun Life. You can't opt out of receiving these communications as it is our obligation to deliver this important information to you.

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mysunlife.ca

Life's brighter under the sun



EMAIL – GRS / Choices Wealth

Missing Beneficiary

Subject line: <First Name>, your account is missing information.

Pre-header: Add a beneficiary in 3 easy steps.



We noticed you haven't named a beneficiary.

Hi <%= recipient.firstName %>,

It's important to keep your account information up to date.* Name a beneficiary today to help protect your savings and ensure they go to the people you love.

Name your beneficiary in 3 easy steps

Step 1

[Sign in](#)

Step 2

Click on **Beneficiary** information.

Step 3

Add your beneficiary.

Note: In some instances, a beneficiary may be "irrevocable." Refer to the **Beneficiary FAQ** for more details.

Sincerely,
Sun Life

[*Why name a beneficiary?](#)

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Life's brighter under the sun



EMAIL – Joint

Missing Beneficiary

Subject line: <First Name>, your account is missing information.

Pre-header: Add a beneficiary in 3 easy steps.



We noticed you haven't named a beneficiary.

Hi <%= recipient.firstName %>,

It's important to keep your account information up to date.* Name a beneficiary today to help ensure your savings and life benefits go to the people you love.

Name your beneficiary in 3 easy steps

- | | | |
|--|--|--|
| Step 1
Sign in | Step 2
Click on Beneficiary information . | Step 3
Add your beneficiary. |
|--|--|--|

Note: In some instances, a beneficiary may be "irrevocable." Refer to the **Beneficiary FAQ** for more details.

Sincerely,
Sun Life

[*Why name a beneficiary?](#)

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