

Subject: Guide: Launching Your Direct Deposit Campaign

Dear [Department/Manager Name],

This document serves as your setup guide for the upcoming Direct Deposit Campaign. Our goal is to increase the enrollment rate of employees utilizing electronic fund transfers for payroll.

1. Campaign Objectives

- Reduce paper check processing costs.
- Ensure faster and more secure payments for employees.
- Reach [Number]% enrollment by [Date].

2. Communication Timeline

- **Phase 1 (Announcement):** Send initial email to all staff on [Date].
- **Phase 2 (Education):** Distribute FAQ and "How-To" guides on [Date].
- **Phase 3 (Final Call):** Send reminder to non-enrolled staff on [Date].

3. Employee Incentives

To encourage participation, we will offer the following: [List incentives, e.g., one-time bonus or gift card entry].

4. Setup Requirements

Please ensure the following administrative tasks are completed:

- Update the Payroll Portal with current direct deposit forms.
- Set up a dedicated support email for enrollment questions.
- Verify banking system compatibility for split-deposit options.

5. Action Items

Please review the attached marketing materials and confirm your department's readiness by [Date].

Best regards,

[Your Name]

[Your Title]

[Company Name]