



## Digital Beneficiary Campaign 2026

Web – Active Alert Tile for GB

**Action required: Name a beneficiary to your plan today.**  
Secure your loved ones' future today.

[➤ Update now](#)

This is a rectangular alert tile with a thick yellow border. The top half has a dark blue background with white text. The bottom half has a white background with a yellow arrow icon and the text "Update now" in blue.

Web – Active Alert Tile for GB

**Action required: Name a beneficiary to your Group Life Benefits plan.**  
Secure your loved ones' future today.

[➤ Update now](#)

This is a rectangular alert tile with a thick yellow border. The top half has a dark blue background with white text. The bottom half has a white background with a yellow arrow icon and the text "Update now" in blue.

Web – Active Alert Tile for GRS

**i** **Action required: add a beneficiary to your investments.**  
Ensure your loved ones are cared for financially.

[▶ Update now](#)

Web – Active Alert Tile for GRS

**i** **We're missing the beneficiary on your investments.**  
Take a moment to look after your loved ones.

[▶ Name my beneficiary](#)

## Web – Active Alert Tile for Joint

**i** **Action required: name a beneficiary to your plan today.**  
Ensure your loved ones are cared for financially.

**>** [Update now](#)

## Web – Active Alert Tile for Joint

**i** **We're missing the beneficiary on your group plan.**  
Take a moment to look after your loved ones.

**>** [Name my beneficiary](#)



# 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

- |  |  |  |
|--|--|--|
| <b>Step 1</b><br><a href="#">Sign in</a> > | <b>Step 2</b><br>Click on <b>Beneficiary information</b> . | <b>Step 3</b><br>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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## EMAIL – GB / Choices Protection

### Review Beneficiary

**Subject line:** <First Name>, have you thought about your beneficiary lately?

**Pre-header:** Sign in to review it now.



## Have you reviewed your beneficiary recently?

Hi <%= recipient.firstName %>,

This is your annual reminder to ensure your life benefits go to the people you love.

Take a moment to review your beneficiary. Making changes isn't necessary. Just sign in to make sure the information on your account is up to date.

[Review my 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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## 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.

Sign in and name a beneficiary on the following product(s):

- %variable1%
- %variable2%
- %variable3%

#### Name your beneficiary in 3 easy steps

<b>Step 1</b> <a href="#">Sign in</a> 	<b>Step 2</b> Click on <b>Beneficiary information</b> .	<b>Step 3</b> Add your beneficiary.
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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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## EMAIL – GRS / Choices Wealth

### Review Beneficiary

**Subject line:** <First Name>, have you thought about your beneficiary lately?

**Pre-header:** Sign in to review it now.



## Have you reviewed your beneficiary recently?

Hi <%= recipient.firstName %>,

This is your annual reminder to ensure your savings go to the people you love.

Take a moment to review your beneficiary. Making changes isn't necessary. Just sign in to make sure the information on your account is up to date.

[Review my 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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## 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.

Sign in and name a beneficiary on the following product(s):

- %variable1%
- %variable2%
- %variable3%

### Name your beneficiary in 3 easy steps

<b>Step 1</b> <a href="#">Sign in</a> 	<b>Step 2</b> Click on <b>Beneficiary information</b> .	<b>Step 3</b> Add your beneficiary.
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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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## EMAIL – Joint

### Review Beneficiary

**Subject line:** <First Name>, have you thought about your beneficiary lately?

**Pre-header:** Sign in to review it now.



## Have you reviewed your beneficiary recently?

Hi <%= recipient.firstName %>,

This is your annual reminder to ensure your savings and life benefits go to the people you love.

Take a moment to review your beneficiary. Making changes isn't necessary. Just sign in to make sure the information on your account is up to date.

[Review my beneficiary](#)

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Sun Life

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