

From: [University Human Resources](#)
Subject: Coming Soon: Everyday Marketplace Voluntary Benefits Platform
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IOWA STATE UNIVERSITY
University Human Resources

The **EverydaySM** Marketplace is Coming Soon.

Benefits-eligible Iowa State University
faculty and staff* can unlock special rates,
resources, and more starting March 4, 2025.

Everyday Marketplace is a new voluntary benefits platform allowing anytime access to discounted products and preferred pricing on services for you and your family when you need them — no Qualifying Life Event or annual Open Enrollment required.

More information will be provided in the coming weeks, including a Welcome email directly from Everyday on **Tuesday, March 4** with information about how to learn more, access and enroll in these benefits. For more details, please check out our UHR [Voluntary Benefits webpage](#).

Look for additional emails from Everyday Marketplace beginning on March 4. The sender on these emails will be <mail@response.aonunited.com>.

***Note:** You may see a message in those emails stating, “Some content has been blocked because this sender is not on your safe senders list.” That is a typical message associated with external emails containing images. Please do not disregard these emails from Everyday Marketplace; they are not junk mail and are being sent on behalf of Iowa State University.*

Your Everyday Benefits

Access opens March 4, 2025

Homeowners & Renters Insurance

Protect your home and everything in it. Save with bundling discounts and more.

Auto Insurance

Cover cars, motorcycles, recreational vehicles, mobile homes, watercraft, or whatever else drives you in life.

Pet Insurance

Give your pets the care they deserve with discounted plans to help cover costs of vet visits and more.

Purchasing Power – Launching March 31!

Shop your favorite brands online and pay over time directly through your paycheck – no credit check, no credit card debt, no interest.

Please note: Purchasing Power will become available on Everyday starting on Monday, March 31. Benefits-eligible Iowa State University faculty and staff will receive an email from Everyday on March 31 with details on how to access and participate in Purchasing Power.

Employee Discount Program

Discover discounts on thousands of brand name and local goods and services — all personalized just for you.

*Important Eligibility Information

Please note: Benefits-eligible Iowa State University faculty and staff must be active and working 20 hours or more per week to access and enroll in benefits on

Everyday.