

# Communications to **welcome, know** and **help** employees

January – March

April – June

July – September

October – December

**CAMPAIGN OUTREACH:** Distributed throughout the year to targeted employee audiences

**January – Financial Wellness Month**

- [Quarterly Check-In](#)
- [Personalized Planning & Advice Retirement Readiness](#)

**February – Black History Month<sup>^</sup>**

- [FidBits Newsletter](#)
- [HSA Prior Year Contributions](#)

**March – Women’s History Month<sup>^</sup>**

- [FidBits Newsletter](#)
- [Personalized Planning & Advice Investment Help](#)

**April - Financial Literacy Month**

- [Quarterly Check-In](#)
- [Personalized Planning & Advice Awareness](#)

**May - AANHPI Heritage Month<sup>^</sup>**

- [FidBits Newsletter](#)
- [Healthcare Month](#)
- [HSA Parents of Young Adults Campaign](#)

**June - Pride/Juneteenth<sup>^</sup>**

- [FidBits Newsletter](#)
- [Women Talk Money Finance](#)
- [HSA Contributions](#)

**July - Disability Pride Month<sup>^</sup>**

- [Quarterly Check-In](#)

**August**

- [FidBits Newsletter](#)
- [Annual HSA Contributions Campaign](#)
- [Student Debt Retirement: Awareness Campaign](#)

**September - Hispanic Heritage Month<sup>^</sup>**

- [FidBits Newsletter](#)
- [Student Debt Retirement: Enrollment Campaign](#)

**October - Cybersecurity**

- [Quarterly Check-In](#)
- [Women Talk Money: Fall Series](#)

**November**

- [FidBits Newsletter](#)
- [Giving Season](#)

**December**

- [FidBits Newsletter](#)
- [HSA End of Year Reminder](#)

**RESPONSIVE CAMPAIGNS:** Activated based on employee age, behavior, or plan event triggers

**Continuous programs focused on the Moments that Matter:**

[Enrollment](#), [Onboarding](#), [Financial Wellness series](#), [Tenured Unenrolled](#), [Workplace Loans series](#), [Recently Separated series](#), [Transition to Retirement series](#), [Student Debt Tool Abandoner](#), [eDelivery](#), etc.

Includes [NetBenefits® home page](#), library content and banners, with seasonal infographics, digital signage, SMS messaging and social content.

**PLAN SPECIFIC ENGAGEMENT:** Additional campaigns targeted to your goals, plan changes and new product rollout

**Plan & Event Based**

- [Workshops](#)
- [Toolkits](#)
- [Infographics](#)

**Plan & Event Based**

- TBD

**Plan & Event Based**

- TBD

**Plan & Event Based**

- TBD

**FOR ILLUSTRATIVE PURPOSES ONLY. Dates and content are subject to change. Market volatility may lead to campaign delay or deferment.**

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