

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

- FidBits Newsletter
- Beneficiary Reminder
- PP&A Quarterly Check-In
- HSA Pre-Retiree

February

- FidBits Newsletter
- Black History Month
- Enhanced Enrollment
- PP&A Investment Help
- Student Debt Abandoner

March

- Quarterly Check-In
- Women’s History Month
- Post-Enrollment Onboarding

April

- FidBits Newsletter
- Term Trigger
- PP&A Onboarding

May

- FidBits Newsletter
- Workplace Loans
- HSA New Graduate Education
- Nurses Week/ Healthcare Month

June

- Quarterly Check-In
- Goal Booster
- Student Debt Awareness

July

- FidBits Newsletter
- Investment Strategies Trigger
- Workplace Loans

August

- FidBits Newsletter
- Financial Wellness
- Annual Enrollment

September

- Quarterly Check-In
- Hispanic Heritage Month
- Separated Participants

October

- FidBits Newsletter
- Student Debt and Workplace Giving
- Cybersecurity
- PP&A Quarterly Check-In

November

- FidBits Newsletter

December

- Annual Check-Up
- Quarterly Check-In

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

- TBD

Plan & Event Based

- TBD

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- TBD

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- TBD

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