

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[^]

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

March – Women’s History Month[^]

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

April - Financial Literacy Month

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

May - AANHPI Heritage Month[^]

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

June - Pride/Juneteenth[^]

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

July - Disability Pride Month[^]

- [Quarterly Check-In](#)

August

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

September - Hispanic Heritage Month[^]

- [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

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