WA Cares Fund Toolkit | Calendar

RECOMMENDATIONS FOR USING THIS TOOLKIT

The WA Cares toolkit is designed to support employers, business and professional organizations, and community groups in preparing your audiences for the launch of the WA Cares Fund in July 2023. Washington workers and residents will likely reach out to you with a range of questions about WA Cares as the program's launch nears and this toolkit is designed to equip you with the answers.

You can find all toolkit materials at wacaresfund.wa.gov/toolkit. The toolkit includes long content that can be used each month between March and July, short content and graphics covering a range of topics, videos and designed materials, FAQs, and the calendar and recommendations below to help you know how and when to deploy these tools.

In general, we recommend you:

- **Proactively communicate with your audience about WA Cares.** Workers will appreciate receiving a heads-up in advance that WA Cares premiums will be withheld from their paychecks. We are leveraging many pathways to inform Washingtonians about the impending launch of WA Cares but know that workers often look to their employers for guidance as their most direct and trusted source of information. We want to equip you all the resources you need to answer their questions.
- **Communicate early and often.** People generally need to see a message multiple times in order to process and remember it, especially if it doesn't include information they plan to act on immediately.
- **Use multiple channels.** This helps with repetition and ensures members of your audience who don't pay attention to a particular channel still get the relevant information.
- **Send standalone messages when possible (especially for critical information) instead of rolling all WA Cares content into broader communications.** For example, a worker who doesn't read the employee newsletter but needs exemption information may be more likely to open an all-staff email with a subject line specific to WA Cares.
- **Include information on the benefit, not just the contribution.** In order to fully understand the program they are paying into, workers need to get information on how to qualify for the benefit and what services the benefit can be used to pay for.
- **Provide resources to managers as well as all HR and payroll professionals.** These groups of staff are most likely to receive initial questions about the program from workers and need to be able to answer questions and point employees to more information.
- **Let us know if you need additional resources.** If you have questions about how to use the toolkit or want to request additional materials, contact us at wacaresfund@dshs.wa.gov. Please include "toolkit" in your subject line to help us direct your inquiry.

March 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6 Send March long content by email Put up posters in common areas	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

WEBINARS

Watch recording of previous webinars
Register for March webinar (WA Cares Conversations)

PRESENTATIONS

Request a presentation for staff from the WA Cares team

ADDITIONAL MATERIALS

Use social content & graphics in newsletter
Provide fact sheet to any new employees

April 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 Send April long content by email	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

WEBINARS

Watch recording of previous webinars
Register for April webinar (WA Cares Conversations)

PRESENTATIONS

Request a presentation for staff from the WA Cares team

ADDITIONAL MATERIALS

Use social content & graphics in newsletter
Provide fact sheet to any new employees

May 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Provide pay stub insert Send May long content by email	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18 Attend WA Cares Basics: What Employers Need to Know webinar	19	20
21	22	23	24	25	26	27
28	29	30	31			

WEBINARS

Watch recordings of previous webinars
Register for May webinar (WA Cares Basics)

PRESENTATIONS

Request a presentation for staff from the WA Cares team

ADDITIONAL MATERIALS

Use social content & graphics in newsletter
Provide fact sheet to any new employees

June 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 Provide pay stub insert	2	3
4	5 Send June long content 1 by email	6	7	8	9	10
11	12	13	14	15	16	17
18	19 Send June long content 2 by email	20	21	22	23	24
25	26	27	28	29	30	

WEBINARS

Watch recording of previous webinars
Register for June webinar (WA Cares Conversations)

PRESENTATIONS

Request a presentation for staff from the WA Cares team

ADDITIONAL MATERIALS

Use social content & graphics in newsletter
Provide fact sheet to any new employees

July 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 **Begin premium collection** Provide pay stub insert
2	3 Send July long content 1 by email	4	5	6	7	8
9	10	11	12	13	14	15
16	17 Send July long content 2 by email	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

WEBINARS

Watch recordings of previous webinars
Register for July webinar (WA Cares Basics)

PRESENTATIONS

Request a presentation for staff from the WA Cares team

ADDITIONAL MATERIALS

Use social content & graphics in newsletter
Provide fact sheet to any new employees