

# Keeping Benefits in Focus Year-Round

Use this chart to promote your organization's key benefits each month\*

 **Denotes monthly theme**

 **Denotes benefit focus**

## January

### **New Year, Healthier You!**

#### **New Year, New Benefits Showcase**

Remind employees of the unique benefits offered after open enrollment. Share resources for free and low-cost care (if steering and tiering is part of your plan) preventative services, and wellness programs.

## February

### **Bright Smile**

#### **Dental**

Focus on oral health, encourage employees to schedule regular dental check-ups.

## March

### **Recharge and Unwind**

#### **Paid Time Off (PTO)**

Encourage employees to plan time off for their well-being.

## April

### **Secure Tomorrow Today**

#### **Focus on Retirement Benefits**

Launch a campaign to boost 401K contributions.

## May

### **Spring into Health**

#### **Wellness**

Spring wellness challenge to focus on developing healthy habits. Encourage preventative screenings and share resources for free and low-cost care (if steering and tiering are part of your plan).

## June

### **Flex and Thrive: Alternatives to the 9 to 5**

#### **Flex Work**

Highlight summer hours or other flex work benefits to encourage work-life balance.

## July

### **Eyes on Health**

#### **Vision**

Promote eye exams and the use of vision benefits.

## August

### **Extra, Extra!**

#### **Extra Perks & Screenings**

Let employees know about all the little-known benefits your organization provides and remind them there is still time to schedule their preventative screenings.

## September

### **Back-To-School**

#### **Professional Development**

Showcase available professional development resources.

## October

### **Mind and Body Matters**

#### **Flu Season, Wellness**

Promote preventative benefits and EAP services for mental health and well-being.

## November

### **Open Enrollment**

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Promote Open Enrollment.

## December

### **A Safety Net**

#### **Life Insurance Benefits & FSAs**

Highlight the importance of life insurance for financial security. Explain how FSAs work. Connect with the season of gratitude/family focus.

\*Based on January renewal. This handout is for informational purposes only. You'll want to adapt this plan to fit your organization's unique needs.