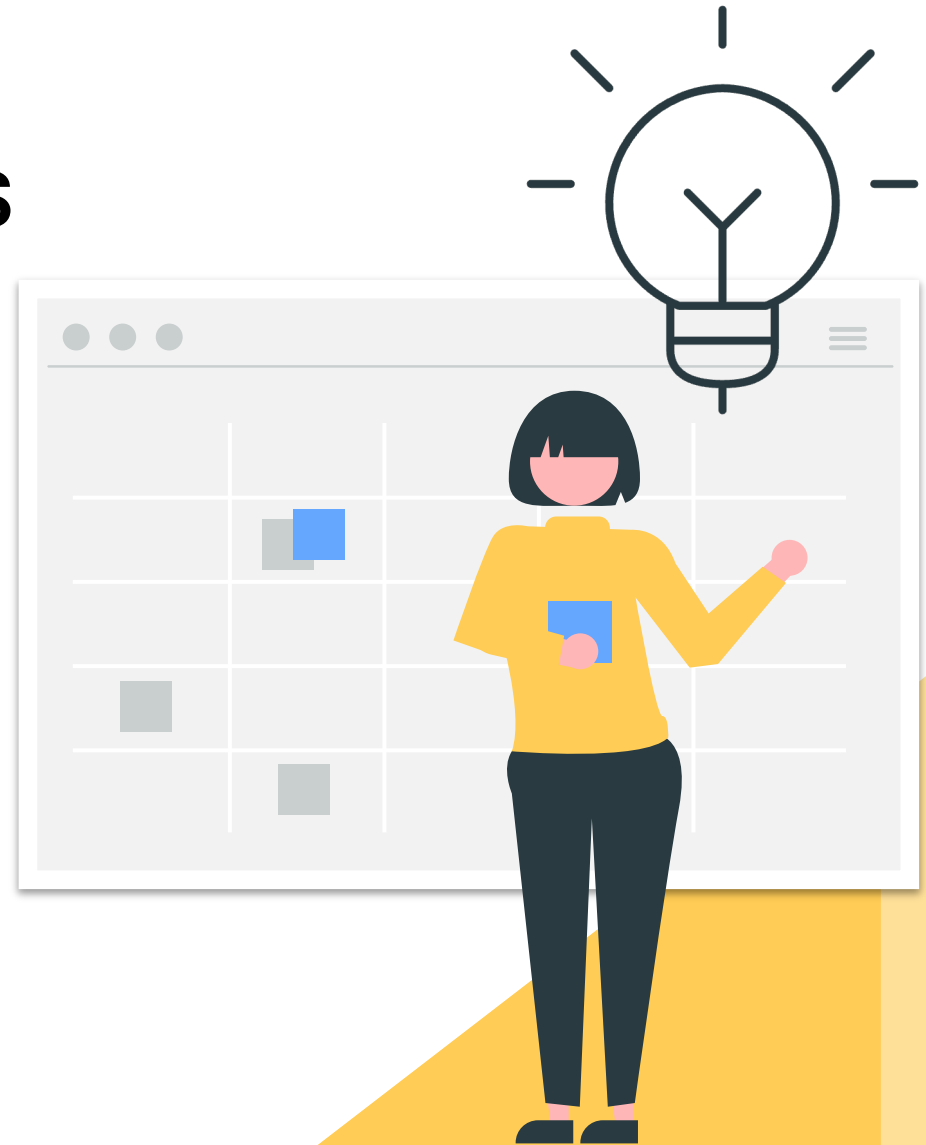


3Q 2023

Employee Benefits Engagement Calendars + Campaign Helpers

Handy resources to get your workforce excited about using their benefits, all quarter long!

Benefitfocus[®]





July 2023

Consider these opportunities to connect and engage with your workforce in July!



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4 Independence Day	5	6	7	8
9	10	11	12	13	14 International Non-Binary People's Day	15
16 National Ice Cream Day	17	18 Islamic New Year	19	20	21	22 Earth Day
23	24 International Self-Care Day	25	26 Americans with Disabilities Act Anniversary	27 National Intern Day	28 World Hepatitis Day	29
30 International Friendship Day	31					

Calendar information was compiled from various publicly available sources and is provided for general informational purposes only. This information does not replace or supersede other dates that may be applicable to your business.



Social Wellness Month | Disability Pride Month
National Minority Mental Health Awareness Month | UV Safety Month

July Campaign Helper

Summer Reset

When we think of summer, often what comes to mind is backyard barbeques, beach days and adventuresome travels or family vacation. It's typically a time of more social connection with friends, neighbors and family. And with the Independence Day holiday kicking off a long weekend at the start of the month, employees should be taking time to kick back, relax and recharge.

It may come as no surprise to HR teams that many of their employees aren't taking the opportunity. According to [Pew Research](#), nearly half of Americans aren't using all their paid time off. And when they do take time off, it doesn't get much better. Almost half of employees in a [Qualtrics study](#) reported working for an hour or more a day, even while on vacation. The fact is, Americans are known as workaholics. But you can step up the game on getting employees to take a (true) break!

July may be Social Wellness Month, but it also includes International Self-Care Day (July 24, 2023) and International Friendship Day (July 30, 2023), so there are plenty of opportunities to remind employees to use their benefits for their health and wellness.



Extended time off can increase life satisfaction, improve mental wellbeing, reduce heart disease risks and reduce anxiety and depression.

[American Psychological Association](#)



Use these campaign recommendations to encourage employees to boost their social wellness this summer!

Objectives:

When you encourage your employees – no matter their job title – to take quality time off from work (and they take it!), it results in positives for your company. You may want to consider taking some steps to put it front and center.

For example:

- ✓ **Create** a workplace culture that invests in paid time off and encourages employees to take it, distraction-free.
- ✓ **Discuss** PTO openly and help departments create procedures for workload coverage.
- ✓ **Remind** employees about the benefits of taking time off.
- ✓ **Make** it easy for employees to track PTO.
- ✓ **Encourage** participation with your company's wellbeing app.



Creative ways to help employees enjoy the warmer weather and days of sunshine in July



Implement Summer Fridays.

There's no right or wrong way to do this. Some organizations offer half days each Friday. Others give every other Friday off to half the staff, so someone is always working on Fridays, but everyone gets two Fridays off. And even others give staff every Friday as paid time off.



Share the fun.

Encourage coworkers to share their photos whether they took a vacation with friends or family, enjoyed the long July 4th weekend or spent a summer Friday doing something fun. When employees share their photos, it'll also encourage others to take a break, too.



Help them avoid the post-vacation blues.

After being away to recharge, it's normal for employees to get the "scaries" about returning to their inbox. Practicing mindfulness and gratitude is a way to carry those joyful moments forward, even when they are over. Consider offering a journal to employees or encouraging them to use your mindfulness app.



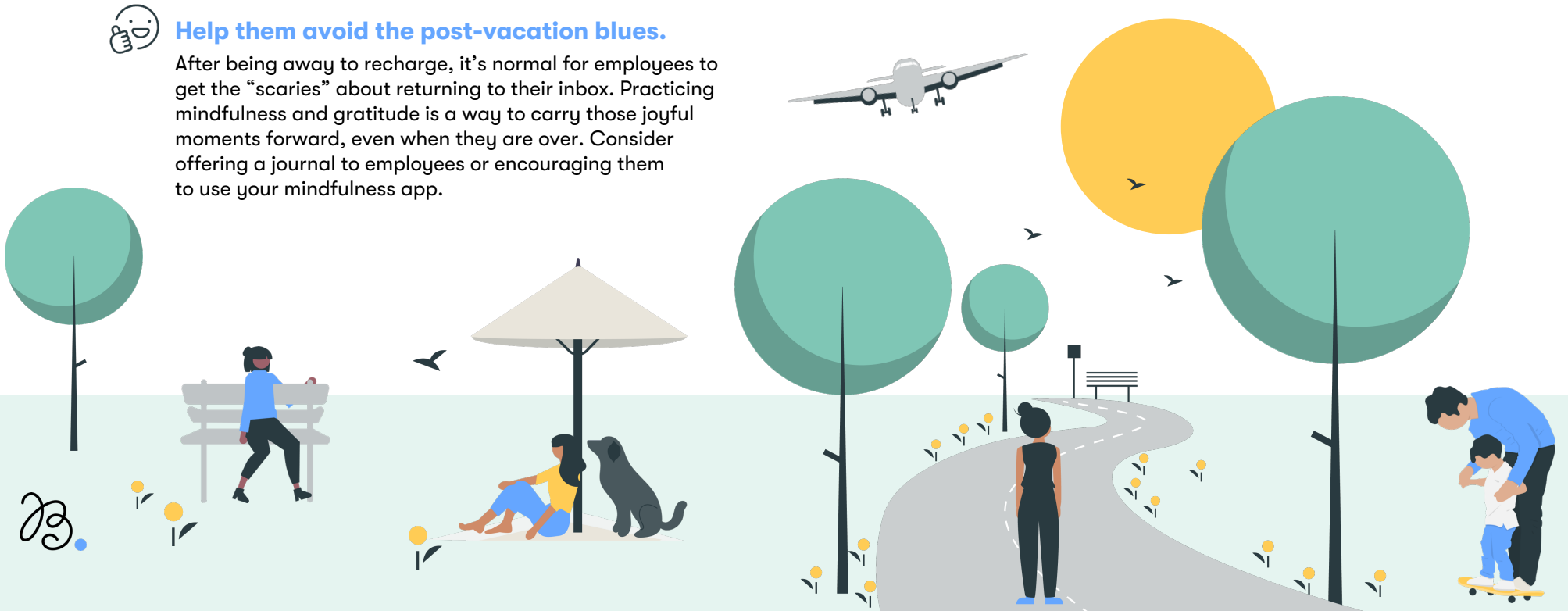
Bring fun to the office.

Recharging doesn't have to be all about getting away from the office. You can also create celebratory summer fun by providing opportunities at the office. Host an office field day or celebrate National Ice Cream Day by getting an ice cream truck at the office that week. Or if your office is remote or hybrid, send a wellness box to employees' homes.



Encourage them to get outdoors.

Everyone needs a little vitamin D, so encourage staff to get outside and soak up the sunshine by simply sitting at a park or taking a walk, hike, bike ride or whatever floats their boat.





August 2023

Consider these opportunities to connect and engage with your workforce in August!



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 World Lung Cancer Day	2	3	4 International Beer Day	5
6	7	8 International Cat Day	9 Book Lovers' Day International Day of the World's Indigenous People	10	11	12
OSHA's Safe + Sound Week (Aug 7 – 13)						
13 International Left-Handers Day	14 National Financial Awareness Day	15	16	17	18	19
20	21	22	23	24	25	26 Women's Equality Day
27	28	29	30	31 Eat Outside Day		

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National Immunization Awareness Month
National Breastfeeding Month | National Eye Exam Month



August Campaign Helper

Back to School Support

FlexJobs reports that at least 90 percent of the 33.6 million families with at least one child at home under the age of 18 have at least one employed parent. That's a lot of employees who are getting ready for the upcoming school year!

August marks the end of summer and the transition towards the beginning of a new school year. For working parents, that can mean adjusting to new routines, new schedules and new after-school programs, not to mention juggling health care appointments ranging from vaccine updates to vision exams. It can be a stressful time for families that may throw a wrench in work/life balance. In fact, 51 percent of working parents said back-to-school interferes with work.

Luckily, employers can help bring empathy (and resources!) to a stressful situation. HR teams understand the opportunity that back-to-school time brings to shine a light on the benefits you provide that can help employees ease the transition.



Tip: Extend Flexibility to Everyone

How do you handle a season where employees without school-age children may feel like they're getting the short end of the flexibility stick? Invest in fostering a company culture that supports everyone's need for lifestyle flexibility. That way, all employees – whether they're a pet parent, caretaking for a loved one or otherwise balancing a busy work-life – can enjoy the benefits of a company that values their whole-person priorities.

Use these campaign recommendations to help working parents, caregivers and other loved ones manage the stress during the back-to-school season!

Objectives:

- ✓ **Proactively communicate with staff** about work schedule policies and the potential for flexibility.
- ✓ **Encourage employees to plan ahead** to meet deadlines and commitments as they adjust to back-to-school season.
- ✓ **Increase employee engagement** through your benefits communication and other benefits resources.

Benefits Enrollment & Engagement Ideas:

A lot of employers have benefits that can help ease the burden of back-to-school stress for working parents. Promote products and resources that can help employees manage the season:

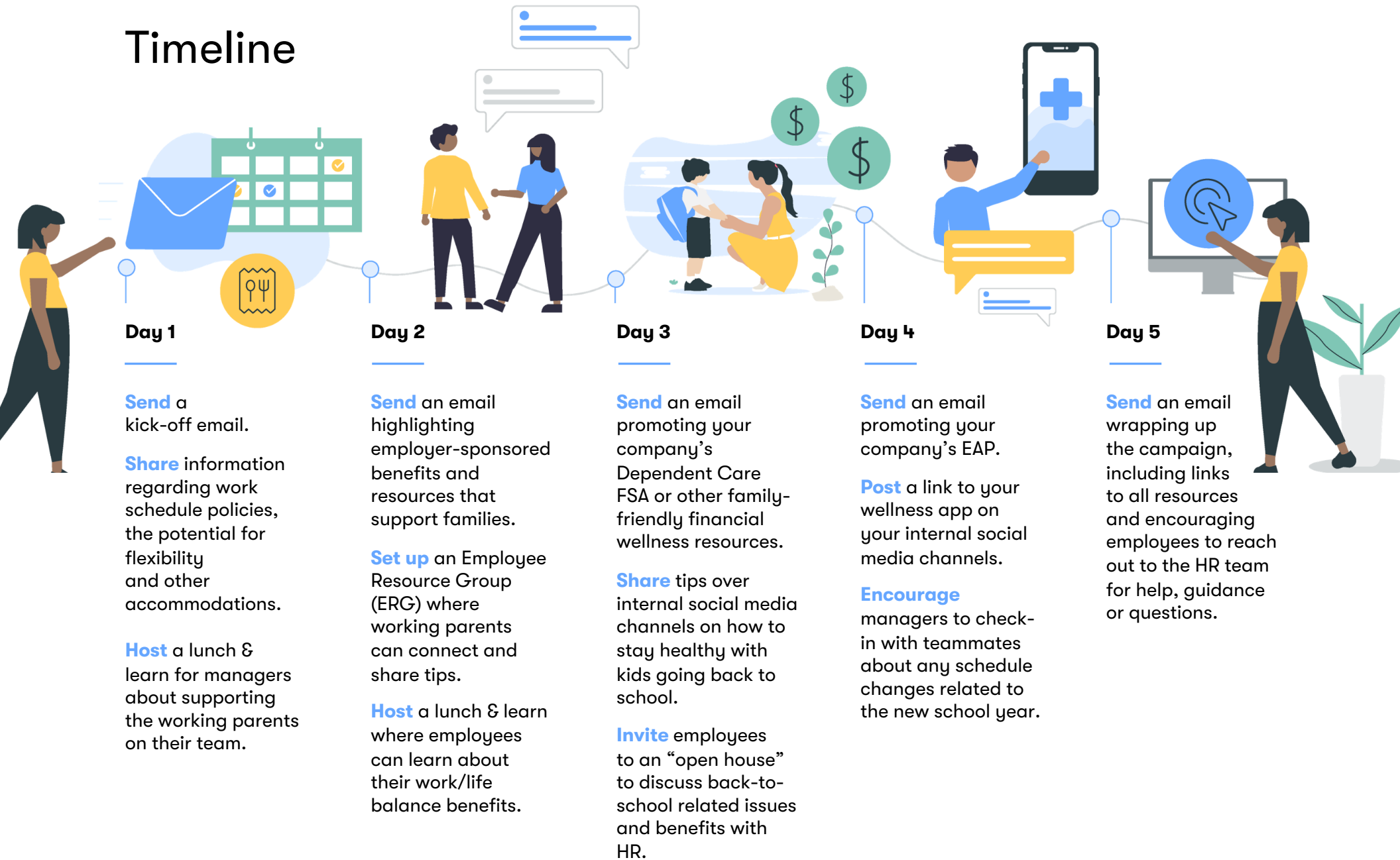
- ✓ **Dependent Care FSAs** – for before- and after-school care, licensed day care centers, nursery schools, qualifying care for dependent adults and summer day camps
- ✓ **EAP** – for reducing parenting stress and managing work-life balance
- ✓ **Paid Time Off** – for back-to-school errands and schedule hiccups
- ✓ **529 college savings account program** – for family financial planning

Communications Plan and Timeline:

Pick a week to engage employees in activities and resources that can help them prepare for and better shoulder the burden of back-to-school. **Consider the timeline of activities on the next page! >>**



Timeline





September 2023

Consider these opportunities to connect and engage with your workforce in September!



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4 Labor Day	5	6 National Read a Book Day	7	8 National 401(k) Day	9
10 World Suicide Prevention Day	11 Patriot Day and National Day of Service and Remembrance	12	13	14	15	16 National Working Parents Day
			Men's Health Week			
17	18 National HIV/AIDS and Aging Awareness Day	19	20	21 World Alzheimer's Day Get Ready for Flu Day	22	23 Autumn Equinox
			Learning Disability Week			
24	25 World Lung Day	26 HR Appreciation Day	27	28	29	30

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National Hispanic Heritage Month (September 15 – October 15)

National Recovery Month | Pain Awareness Month | World Alzheimer's Month





September Campaign Helper

401(k) Awareness

Defined contribution (DC) plans are popular. In fact, over 60 percent of total U.S. retirement assets are now held in such plans¹. But that doesn't mean employees are using them to their fullest.

Let's look at a couple of stats:

 It's estimated that the median retirement savings account of \$120,000 for those approaching retirement (age cohort 55 to 64) will likely provide **less than \$1,000 per month** over a 15-year retirement span¹.

 **A quarter of U.S. adults** have no retirement savings and only 36 percent feel their retirement planning is on track¹.

Taken together, there appears to be a gap in employees' understanding of how to maximize the benefits of a 401(k). That's where you can make an impact with benefits education.

Started by the Plan Sponsor Council of America (PSCA), National 401(k) Day (Friday, August 8, 2023) is a holiday dedicated to promoting retirement plan savings education. So, on this day or any other of your choosing, jump in on the opportunity to promote financial know-how!

¹PwC

Use these campaign recommendations to inspire your employees to get the coverage they need!

Objectives:

- ✓ **Educate employees** on your company's 401(k) program so they have the resources to connect the dots between their personal financial goals, savings and retirement.
- ✓ **Discuss your company match** so employees understand what it is and how to receive the maximum employer matching contribution.
- ✓ **Increase utilization** of plan educators and financial wellness coaching.
- ✓ **Consider implementing** automatic contribution features (i.e., auto-enrollment and auto-escalation).



Handy resource for you:

[401\(k\) Day Resources](#)
(Plan Sponsor Council of America)

Handy resource for employees:

[401\(k\) Calculator](#)
(AARP)



Host a 401(k) Awareness Day!

Here are ideas to make your 401(k) Awareness Day a success:



Make it Virtual

To make sure everyone gets an opportunity to engage, consider providing education and information sessions in a virtual setting. That way, no one misses out and those that are more comfortable engaging with content and session leaders in a virtual setting have the option.



Allow Significant Others to Attend

Financial decisions aren't made in a vacuum. Employees may benefit from having their spouses, partners or other household financial decision-makers in the room (in-office or virtual). Plus, by welcoming these others to the discussion, you can show your company is considering your employees' needs and preferences.



Have Leadership Visibility

A 401(k) and the policies around it are a big deal for employers and employees. It's important that someone from leadership attends company-wide sessions to "champion" benefits programs and help answer questions employees may have.



Keep It Simple

Understanding the ins-and-outs of retirement savings can feel daunting. So, keep your educational materials (e.g., flyers, how-tos, videos, etc.) simple. You can always offer opportunities to go more in-depth for those that want it.

Agenda:

Bring the most opportunity for education to your 401(k) Awareness Day as possible by scheduling a range of touchpoints and activities (virtual and in-person), while offering a few personalized options.

Your day might look something like this:



9:00 a.m.

Send an email with details on how to participate in the day's events. Post details on internal social channels, too!



10:00 a.m.

Send a special email to all 401(k) participants who are not maxing out with information on how they can make the most of this benefit.



11:00 a.m.

Invite employees to participate in a brown-bag benefits seminar/webinar lunch & learn with an investment educator.




12:00 p.m. – 3:00 p.m.

Offer one-on-one meetings of no more than 30 minutes with your educators, allowing employees to sign up in advance.



4:00 p.m.

Follow up via email to share links to 401(k) information and education materials.



Benefitfocus acts as an extension of your benefits team to help you achieve your goals, whether you're looking to increase engagement and satisfaction, empower your employees to choose the best plan for their needs or successfully introduce new benefits.

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