BenefitsCal
Marketing Materials

DRAFT

Stickers, Business Cards, and Buttons

BenefitsCal

Together we benefit.

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Apply for CalFresh, CalWORKS, and Medi-Cal online
Visit BenefitsCal.com
BenefitsCal
BenefitsCal
Solicite CalFresh, CalWORKS, y Medi-Cal
Visit BenefitsCal.com
Solicite CalFresh, CalWORKS, y Medi-Cal en línea
Visit BenefitsCal.com
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BenefitsCal Stickers **Option 2B**

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BenefitsCal Business Cards **Option 1A**

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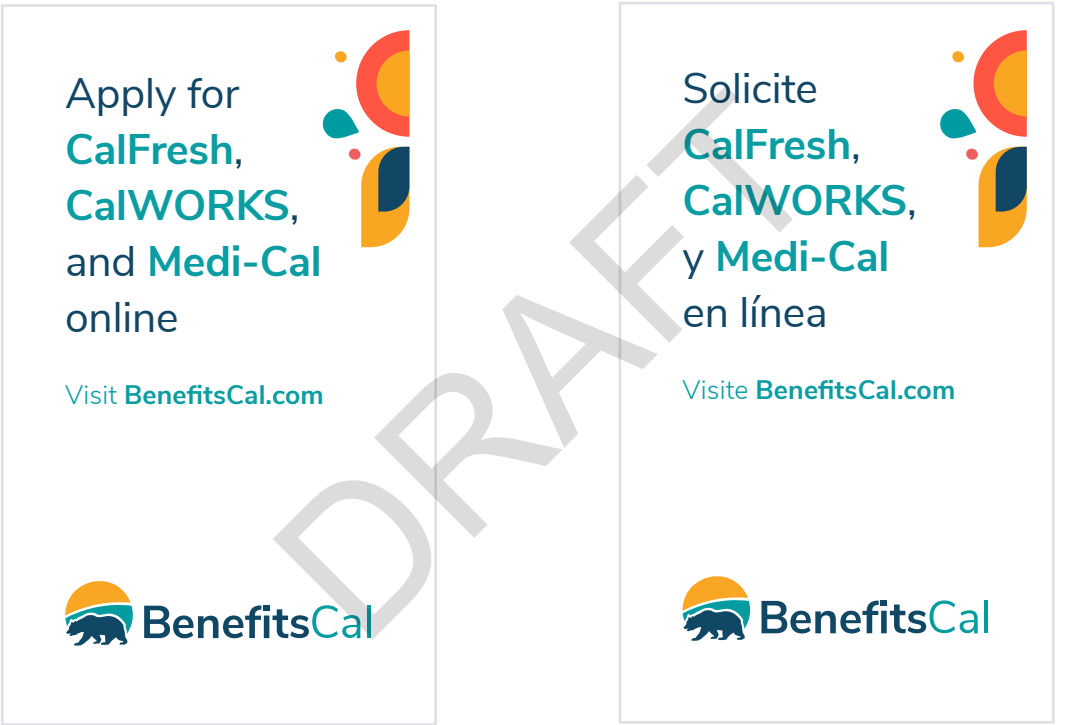
BenefitsCal Business Cards **Option 1B**



BenefitsCal Business Cards **Option 2A**

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BenefitsCal Business Cards **Option 2B**

We'd like to see you soon!

DATE _____ TIME _____ ☐ AM ☐ PM

WHAT TO BRING _____

_____

_____

Need more help? Call us at _____

Your questions answered!

NOTES _____

_____

_____

Need more help? Call us at _____

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BenefitsCal Buttons **Options 1, 2, and 3**

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Posters and Table Tents

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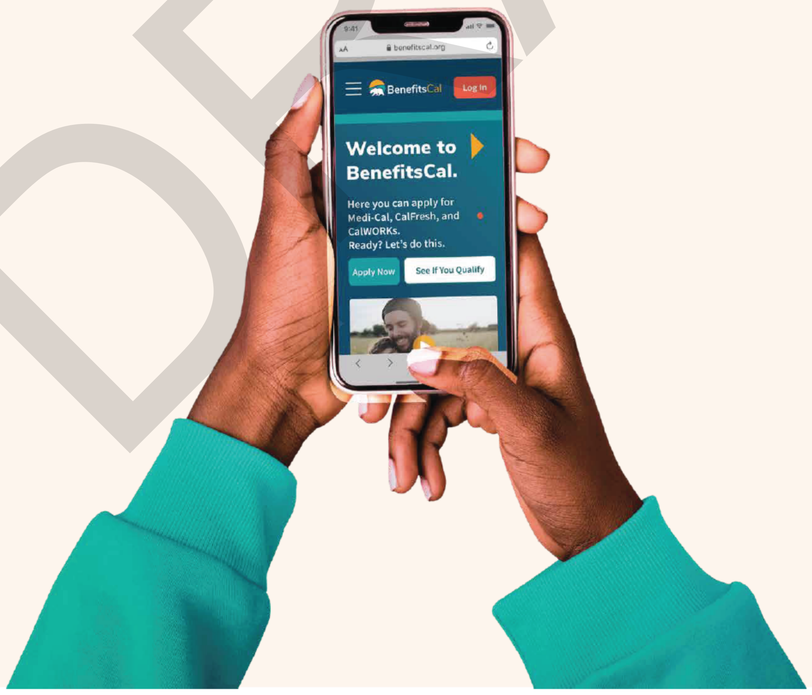
@ BenefitsCal

Skip the line.
Apply online.

BenefitsCal.com



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Skip the line.
Apply online.

BenefitsCal.com

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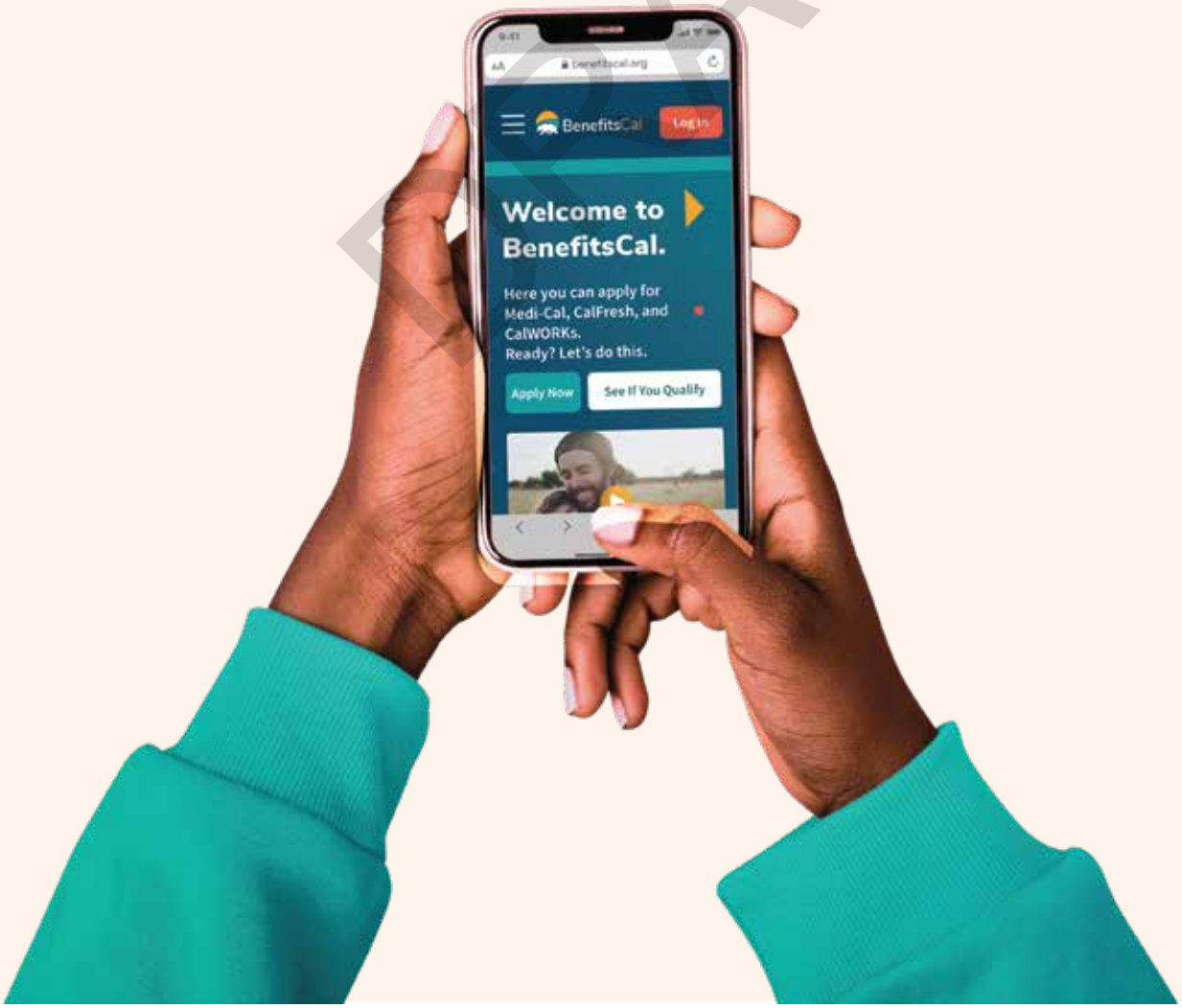

BenefitsCal

@ BenefitsCal

Fresh food is in the bag.

Get help to make your food budget go further. Apply for CalFresh at BenefitsCal.com

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BenefitsCal

@ BenefitsCal

Food for your **family.**

Apply for CalFresh online with the new BenefitsCal.com

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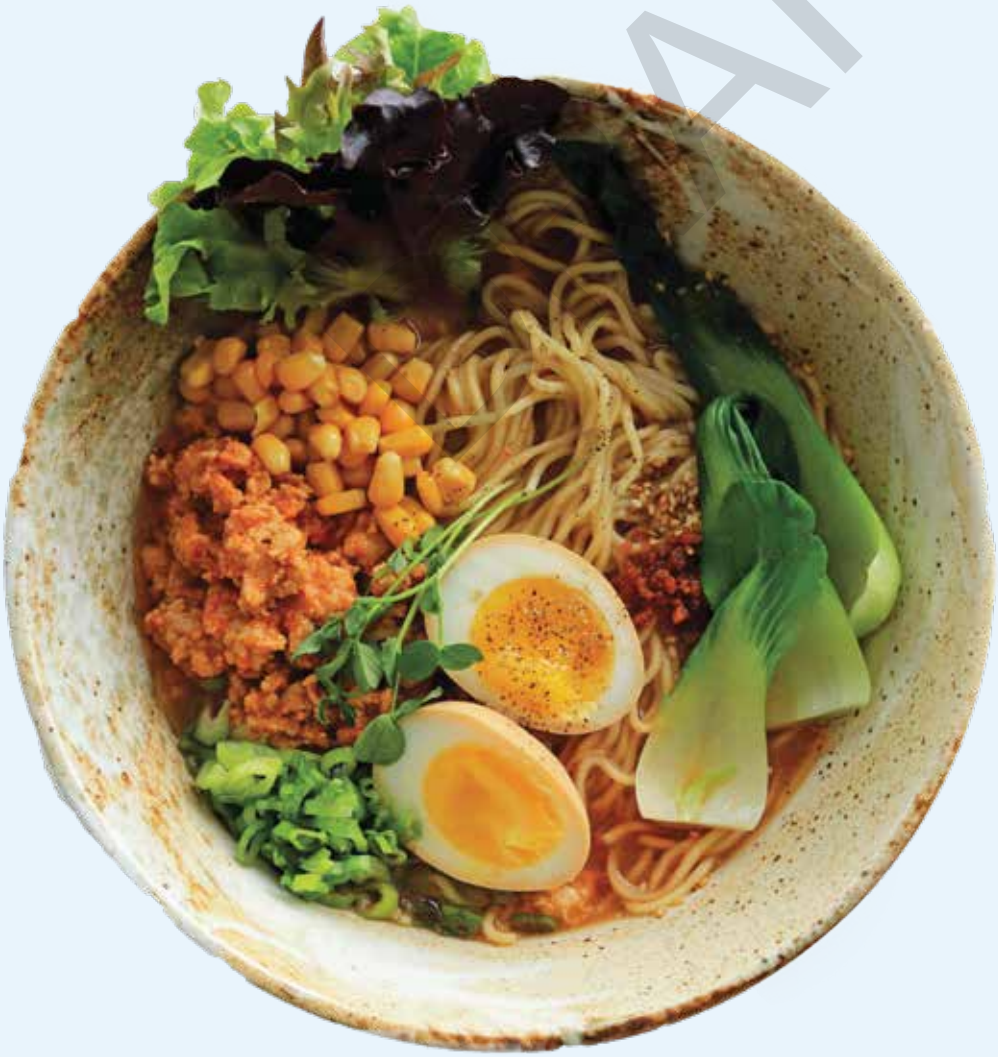
BenefitsCal

@ BenefitsCal

Upgrade your instant ramen.

Cook healthier at home with food assistance from BenefitsCal.com



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Fire? Flood?

Food.

Apply for emergency food assistance online with the new BenefitsCal.com

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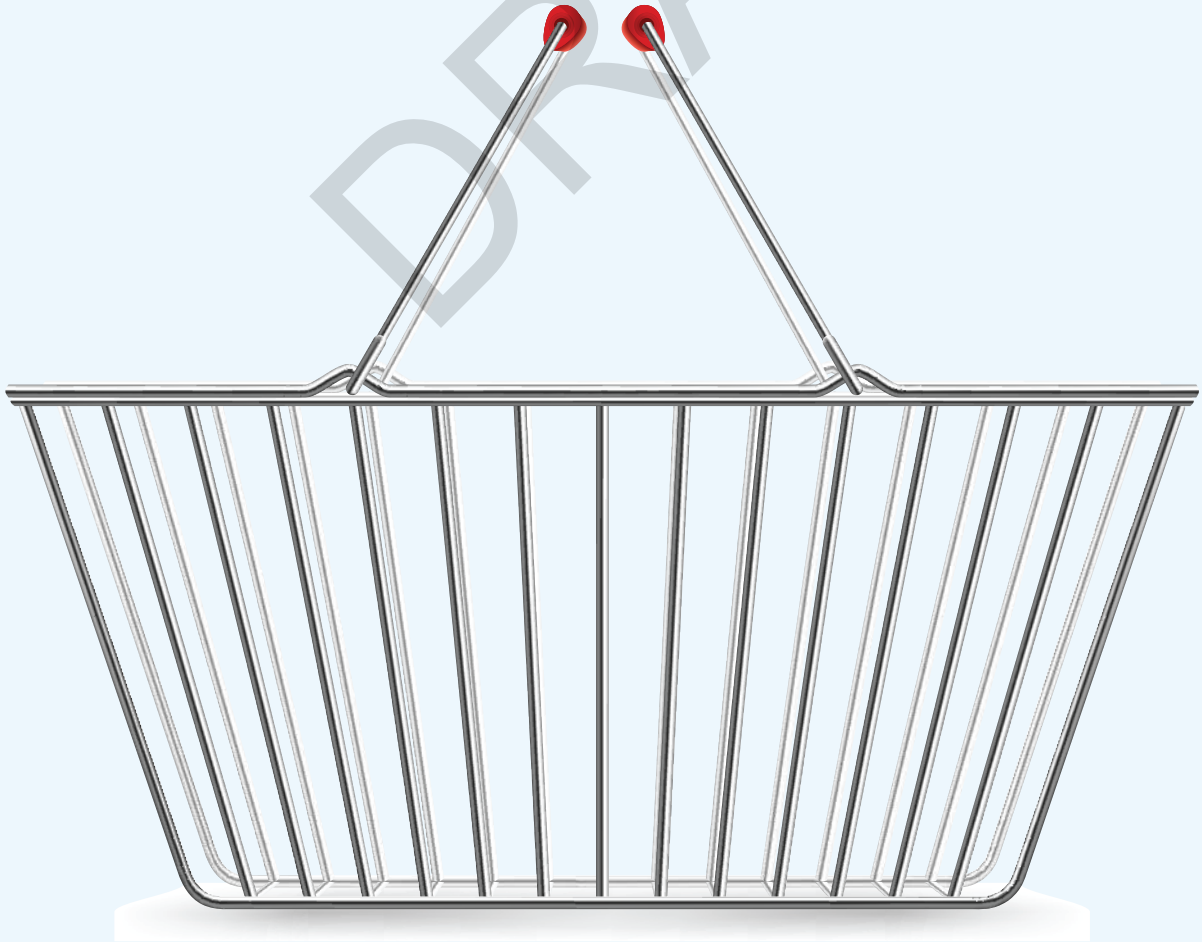

BenefitsCal

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How **fast** was that?

Apply for CalFresh online in minutes with the new **BenefitsCal.com**

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BenefitsCal

@ BenefitsCal

Take health care into your own hands.

Apply for Medi-Cal/CMSP online with the new BenefitsCal.com

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BenefitsCal

@ BenefitsCal

What could you do with BenefitsCal?

Apply for Cash Aid (CalWORKs) online with the new BenefitsCal.com

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BenefitsCal

@ BenefitsCal

Bills to pay? We can help with that.

Apply for Cash Aid (CalWORKs) online with the new BenefitsCal.com

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Homeless? We're here to help.

Get the help you need at BenefitsCal.com

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Need a job? We can work with that.

Get help toward your new job online with the new BenefitsCal.com

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Upload documents in a snap.

Upload documents from your phone as easy as 1-2-3 at BenefitsCal.com.

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Click. Upload. Done.

BenefitsCal.com now with fast document upload.

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Keep your benefits going.

Get updates when its time to renew. Create an account at BenefitsCal.com today.

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Skip the line. Apply online.

BenefitsCal.com

Applying for benefits is quick and easy!

1. Visit **BenefitsCal.com**
2. Apply for benefits
3. Create an Account

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Skip the line. Apply online.

BenefitsCal.com

Applying for benefits is quick and easy!

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3 Create an Account

BenefitsCal

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Brochure

BenefitsCal

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Get the help you need.
BenefitsCal is the easier way to apply for, view, and renew the programs that matter most you you: CalFresh, CalWORKs, and Medi-Cal. All in one place!
Everything is online so you can apply from your mobile phone or a computer.
3 programs. 1 site.
CalFresh - to get fresh food for your family
CalWORKs - to get the cash you need
Medi-Cal - to get low-cost health coverage
Ready to give it a try?
1 Visit BenefitsCal.com to find out what programs may be right for you.
2 Apply online in a snap!
3 If you're approved you can get paid and start using your benefits.
It's that easy. Go t
BenefitsCal.com
apply today!
Skip the line. Apply online.
Apply for CalFresh, CalWORKS, and Medi-Cal benefits online
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Perks of BenefitsCal

Apply online. Save time.

No need to mail. Everything is now online.

Apply to all programs at once

Login to your account to manage your benefits.

Get alerts on your case

Receive alerts and stay in the know about your benefits.

Chat with a caseworker

Access your benefits on the go, without need for a computer!

Need more help?

Need more help? Contact your local [county] office

(555) 555-5555

Follow us on Twitter, Facebook, and YouTube!

@ BenefitsCal

DHCS

CalFresh FOOD

SNAP

BenefitsCal.com

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Skip the line. Apply online.

Apply for CalFresh, CalWORKS, and Medi-Cal benefits online

BenefitsCal

Together we benefit.

Get the help you need.

BenefitsCal is the **easier** way to apply for, view, and renew the programs that matter most you you: CalFresh, CalWORKs, and Medi-Cal. All in one place!

Everything is **online** so you can apply from your mobile phone or a computer.

3 programs. 1 site.

CalFresh - to get fresh food for your family

CalWORKs - to get the cash you need

Medi-Cal - to get low-cost health coverage

Ready to give it a try?

1. Visit **BenefitsCal.com** to find out what programs may be right for you.
2. Apply online in a snap!
3. If you're approved you can get paid and **start using your benefits.**

It's that easy. Go to **BenefitsCal.com** to apply today!

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Marketing Website

BenefitsCal

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BenefitsCal

Together, we benefit.

English

Welcome to BenefitsCal

Get food, cash and health coverege benefits in California.

Apply for Benefits

What is BenefitsCal?

A new, improved experience to apply for and manage your benefits.

BenefitsCal is a new website that will replace C4Yourself, YourBenefitsNow, and MyBenefitsCalWIN, to provide one unified experience for all Californians, everywhere.

BenefitsCal is a one-stop-shop to apply for...

- CalFresh
- CalWORKs
- Medi-Cal
- CMSP (County Medical Services Program)
- Disaster CalFresh

Together, we benefit.

Where can I apply now?

Select your County to see where you can apply for benefits today.

Select your County

San Bernardino

BenefitsCal will be available on September 27, 2021. You can apply for benefits today on www.c4yourself.com.

BenefitsCal will be available to each County in California following the schedule below.

- Available September 27, 2021
- Available November 29, 2021
- Available throughout 2022 and 2023

What's coming?

XX/XX/XX

Update 1

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XX/XX/XX

Update 1

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XX/XX/XX

Update 1

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XX/XX/XX

Update 1

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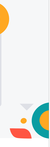
Spread the word!

Download the Social Media Toolkit to spread the word about the upcoming releases. The toolkit contains images, links, and sample social media posts to share with your users.

#BenefitsCal
#TogetherWeBenefit

Download Social Media Toolkit



Thank you!

BenefitsCal was **built by and for the people** of California. Thank you to everyone that made this project possible.

Thank you to all California State and Federal Partners, including CalSAWS, CDSS, CWDA, DHCS, OSI, FIS, etc..

But most of all, thank you to all the customers and assisters who had a direct impact on the BenefitsCal design.

#TogetherWeBenefit

CalSAWS | CDSS | DHCS | CWDA | OSI | Partner Name | Logo | Partner Name | Logo | Partner Name | Logo | Partner Name

Follow us on social media for updates

English | Español | Português | ८.ल | भारतकी | 简中 | ייִדיש | 日本人 | Mien | ਪੰਜਾਬੀ | ไทย | русский | українська | Հայերեն | Cambodian | 廣東 | 廣東話 | Hmong | 한국인 | ພາສາ | Tagalog | Tiếng Việt

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BenefitsCal ® is a website of the California Statewide Automated Welfare System (CalSAWS) Consortium IV Joint Powers Authority.

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Project Fact Sheet

BenefitsCal

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BenefitsCal

Better Engagement by the Numbers

User-Centered Design: When you engage users early and give everyone a voice, it adds up to a site that represents the needs of all Californians.

33,161

Individuals Engaged

Throughout the entire design process.

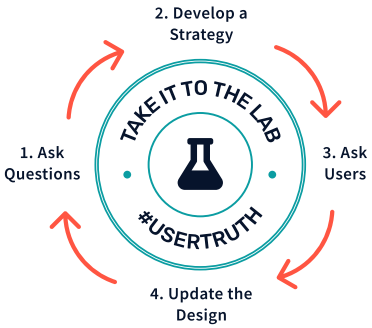
431 hrs

Stakeholder Conversations

400+ hours speaking with stakeholders during discovery, design, and release.

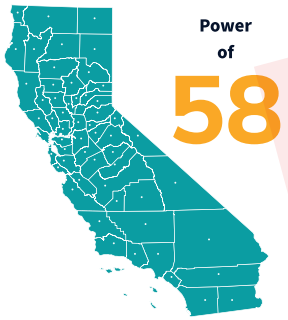
TAKE IT TO THE LAB

When you know better, you do better. Some questions can only be answered by working with actual users. That's why designs are shared to get user feedback on what's working and where we can improve.



STAKEHOLDER GROUPS

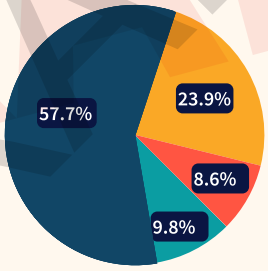
Across California, from all 58 counties, a variety of State clients shared insights.



Power of **58**

Stakeholders Engaged

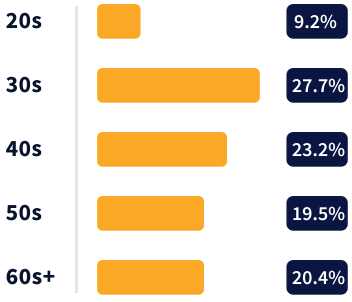
- Customers
- CalSAWS Partners (Q&A, IV&V ,OSI, CDSS, DHCS)
- County Staff (County Reps, Call Center Staff, Caseworker, Elligibility Workers)
- CBO/FBOs/Assisters



DEMOGRAPHICS

Everyone's situation is different. That's why we worked to be as inclusive as possible and get comments from a variety of customers.

Participants by Age Group



24

User Attributes Including:

- Employment
- Citizenship
- Education
- Experiencing a Disability
- Household Composition
- Race & Ethnicity
- Housing Insecurity
- Tech Literacy
- Self-Identification

17

Languages

The survey included many languages: English, Spanish, Korean, Russian, Chinese, Farsi, Arabic, Vietnamese, Tagalog, Japanese, Punjabi, Thai, Portugese, Armenian, Hindi, and Ukranian.

USER-CENTERED DESIGN (UCD)

UCD puts users first. It's based on research and evidence to create desirable solutions. Design is **focused on the user** and their needs at **each step of the process**.

STAKEHOLDERS ENGAGED

32,827
Survey Responses

111
Focus Group Participants

105
Interviews

45
Usability Test Participants

41
Design Sessions

INSIGHTS TO ACTION

Insights that spaarked a change in design to create the best customer experience possible.

225+ From User Research (focus groups & interviews)

= 500+
Total Design Changes

BENEFITSCAL IS MADE POSSIBLE BY:

CalFresh | CDSS | DHCS| SNAP | CWDA | OSI | CalSAWS Consortium

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