# CalSAWS | Information Transmittal (CIT)    0329-23

☒ **CalSAWS M&E**        ☐ **CalWIN Migration**

| Distribution Date: | September 12, 2023 |
|---|---|
| To: | PPOC.All, IPOC.All, RegionalManagers.All |
| CIT Name: | **BenefitsCal Communication and Marketing Materials-Awareness Toolkit 2023** |
| From: | CalSAWS Project |

**PPOCs, please forward to the appropriate impacted staff in your county:**

☐ General
☐ Policy
  ☐ CW
  ☐ CF
  ☐ MC
  ☐ CMSP
  ☐ FC/KG/AAP
  ☐ Child Care
  ☐ WtW
  ☒ Other Program(s)_____
☒ BenefitsCal        ☐ MyBenefitsCalWIN
☐ Customer Correspondence
☐ Other_____

☐ Reports
  ☐ Fiscal
  ☐ Caseload Movement
  ☐ Management
☐ Fiscal
☐ Security
☐ Batch and Interfaces
☐ Imaging
☐ Migration
☐ Conversion
☐ Technical
☒ Training
☐ Help Desk

| Description: | **Purpose**<br>The purpose of this CIT is to inform the counties of the new BenefitsCal Communications and Marketing Materials available for them to use in the Awareness Toolkit 2023 on the Web Portal.<br><br>**Background**<br>The Awareness Toolkit 2023 includes various marketing materials that were created for the purpose of promoting the use of BenefitsCal.  These materials include:<br>• Promotional Posters (Available in English)<br>• BenefitsCal customizable brochure (Available in the 20 threshold languages)<br>• BenefitsCal customizable letter for customers (Available in the 20 threshold languages)<br>• BenefitsCal promo card (Available in the 20 threshold languages)<br>• BenefitsCal Animated Video (in English with available subtitles in other languages)<br>*Note: If you decide to download the videos, be aware that these are larger files, and the download will take longer than the other materials.*<br><br>The video is also available on the BenefitsCal YouTube channel which can be accessed Here<br><br>**Additional Information** |
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The BenefitsCal Awareness Toolkit 2023 can be accessed on the CalSAWS Web Portal at

[REDACTED]

**County Action**

The BenefitsCal Awareness Toolkit 2023 marketing materials are intended to be used by counties to promote BenefitsCal to staff and educate and encourage customers to use BenefitsCal for self-service application and management of their benefits.

If you have questions on this CIT, please reach out to the Primary Contact below and cc your Regional Managers.

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|---|---|
| Primary Project Contact: | Carlos Zepeda<br>ZepedaC@CalSAWS.org |
| Backup Project Contact: | Marsale Eramya<br>EramyaM@CalSAWS.org |
| Attachments: | N/A |
| Web Portal Link: | [REDACTED]<br><br>OR<br><br>You may also retrieve the CIT document and attachments by following these steps:<br>1. Click on the CRFIs & CITs link at the top of the page.<br>2. Click on the "CalSAWS Information Transmittal (CIT)" folder.<br>3. Click on the "2023" folder.<br>4. Click on the appropriate CIT # folder. |