


CIT Name	BenefitsCal E-Mail Marketing Campaign for Renewals
Distribution Date	October 15, 2024
To	PPOC.All; Consortium.RegionalManagers.All;
CC	Consortium.SectionDirectors

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

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|--|---|
| <input type="checkbox"/> General                 | <input type="checkbox"/> Reports              |
| <input type="checkbox"/> Policy                  | <input type="checkbox"/> Fiscal               |
| <input type="checkbox"/> CW                      | <input type="checkbox"/> Caseload Movement    |
| <input type="checkbox"/> CF                      | <input type="checkbox"/> Management           |
| <input type="checkbox"/> MC                      | <input type="checkbox"/> Fiscal               |
| <input type="checkbox"/> CMSP                    | <input type="checkbox"/> Security             |
| <input type="checkbox"/> FC/KG/AAP               | <input type="checkbox"/> Batch and Interfaces |
| <input type="checkbox"/> Child Care              | <input type="checkbox"/> Imaging              |
| <input type="checkbox"/> WTW                     | <input type="checkbox"/> Migration            |
| <input type="checkbox"/> Other Program(s) _____  | <input type="checkbox"/> Conversion           |
| <input checked="" type="checkbox"/> BenefitsCal  | <input type="checkbox"/> Technical            |
| <input type="checkbox"/> Customer Correspondence | <input type="checkbox"/> Training             |
| <input type="checkbox"/> OCAT                    | <input type="checkbox"/> Help Desk            |
| <input type="checkbox"/> Other _____             |   |

Description	<p><b>Purpose</b> The purpose of this CIT is to inform counties and stakeholders of an e-mail campaign targeting potential new and existing BenefitsCal users who have a renewal due in October of 2024.</p> <p><b>Background</b> To encourage BenefitsCal account creation and usage, an e-mail campaign has been established targeting customers due for a CalFresh, CalWORKs or Medi-Cal renewal in the month of October 2024. One of two versions of this e-mail will be sent to recipients dependent on whether they already have an existing BenefitsCal account. One e-mail message will encourage customers to <i>log in</i> to BenefitsCal if they need to complete a renewal, the other will prompt customers to <i>create</i> a BenefitsCal account if they need to complete a renewal.</p> <p><b>Additional Information</b> BenefitsCal will distribute e-mails to customers between October 11<sup>th</sup> - 15<sup>th</sup>, 2024. Any future issuances will be determined based on the overall success and effectiveness of this campaign.</p>
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	<p>This e-mail will display as an image with alt text and HTML text embedded for additional accessibility options. The message is displayed in English with alternate language links provided for access to translated views in the selected language.</p> <p>Note: To avoid issues with confidentiality, the verbiage used in this e-mail campaign is neutral, and has not been personalized to the recipient intentionally.</p> <p><b>County Actions</b> No county action is required.</p>
<p>Primary Project Contact</p>	<p>Carlos Zepeda <a href="mailto:ZepedaC@CalSAWS.org">ZepedaC@CalSAWS.org</a></p>
<p>Backup Project Contact</p>	<p>Carrie White <a href="mailto:WhiteC@CalSAWS.org">WhiteC@CalSAWS.org</a></p>
<p>Attachments</p>	<p>CIT 0160-24 BenefitsCal E-Mail Marketing Campaign for Renewals.pdf</p>
<p>Web Portal Link</p>	<p></p> <p>OR</p> <p>You may also retrieve the CIT document and attachments by following these steps:</p> <ol style="list-style-type: none"> <li>1. Click on the CRFIs &amp; CITs link at the top of the page.</li> <li>2. Click on the "CalSAWS Information Transmittal (CIT)" folder.</li> <li>3. Click on the "2024" folder.</li> <li>4. Click on the appropriate CIT # folder.</li> </ol>