WA Cares Fund toolkit | Employers

RECOMMENDATIONS FOR USING THIS TOOLKIT

The WA Cares Fund toolkit is designed to support employers, business and professional organizations, and community groups in understanding the program and sharing information about WA Cares with their employees. Your employees are likely reach out to you with a range of questions about WA Cares now that benefits are available, and this toolkit is designed to equip you with answers.

You can find all toolkit materials at wacaresfund.wa.gov/toolkit. The toolkit includes promotional materials, such as posters, to raise awareness of the program and designed materials summarizing key features of WA Cares, including covered services and supports, the typical costs of services, out-of-state coverage and more.

In general, we recommend you:

- **Communicate early and often.** People generally need to see a message multiple times to process and remember it, especially if it isn't information they plan to act on immediately.
- **Use multiple channels to communicate.** Share content across all channels (email, office bulletins, all-staff meetings, etc.). This helps ensure employees get the relevant information.
- **Send standalone messages when possible (especially for critical information) instead of rolling WA Cares content into broader communications.** For example, someone who doesn't read a company newsletter covering multiple topics might open an email with a subject line specific to WA Cares instead.
- **Proactively communicate with new employees moving to Washington about WA Cares.** New employees moving from out of state will appreciate receiving a heads-up that WA Cares premiums will be withheld from their paychecks.
- **Focus messaging on benefits, not just contributions.** Washington workers need to know how to qualify for benefits, how to apply and what services are covered.
- **Provide resources to managers as well as HR and payroll professionals.** These staff members are most likely to receive initial questions about the program from employees, and they need to be able to correctly answer questions and point employees to more information.

REQUEST A SPEAKER

Our team is happy to speak with your staff, HR professionals or managers if you want to learn more about the program. Fill out our speaker request form.

LET US KNOW IF YOU NEED ADDITIONAL RESOURCES

If you have questions about how to use the toolkit or want to request additional materials, contact us by visiting wacaresfund.wa.gov/contact or call 844-CARE4WA.