WA Cares Fund toolkit | Community partners

RECOMMENDATIONS FOR USING THIS TOOLKIT

The WA Cares Fund toolkit is designed to support our community partners and their audiences in understanding the program. This toolkit is designed to equip you with answers in case Washingtonians reach out to you with questions about WA Cares.

You can find all toolkit materials at wacaresfund.wa.gov/toolkit. The toolkit includes designed materials covering a range of topics, 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, brochures, social media, etc.). This helps ensure members of your organization and your audience 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 newsletter covering multiple topics might open an email with a subject line specific to WA Cares instead.
- **Focus messaging on benefits.** Washington workers need to get information on how to qualify for benefits, how to apply and what services are covered.
- **Provide resources to customer support staff.** These staff members are most likely to receive questions about the program from Washingtonians, and they need to be able to correctly answer questions and point people 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.