



LCSD Communications Plan

- **Monthly Benefit at a Glance newsletter**
 - Included in monthly LCSD newsletter moving forward in October
- **Prosper Raffle and Communication Strategy**
 - The content calendar we've decided on is below:
 - Raffle Campaign:
 - **10/1: Raffle Announcement (Prosper, Email/Flyer)**
 - 10/8: Anthem Diabetes Program (Prosper)
 - 10/15: Anthem Diabetes Program (Email/Flyer)
 - 10/22: Anthem Member Portal & App (Prosper)
 - 10/29: Anthem Member Portal & App (Email/Flyer)
 - 11/5: Anthem VPC & ER Alternatives (Prosper)
 - 11/12: Anthem VPC & ER Alternatives (Email/Flyer)
 - 11/19: Prior Authorizations Explained (Prosper)
 - 11/26: Prior Authorizations Explained (Email/Flyer)
 - **12/3: Raffle Ending & Winners Announcement (Prosper, Email/Flyer)**
 - 12/10: New Plan Year Reminders (Prosper, Email/Flyer)
 - 2026: Monthly posts moving forward until next raffle campaign
- **Insurance Committee Follow ups:**
 - Please encourage your members to download and register for Prosper so that they can participate in the raffles and get important information and resources to their benefits.
 - Point them to the training video on the LCSD website and shared by email in the initial announcement!