

2026



# April



SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	1	2 Email Newsletter	3	4
5	6	7	8 Census Data	9	10	11
12	13 Direct Mail	14	15 Medicare 101	16	17	18
19	20	21	22	23	24 Medicare While Working	25
26	27	28	29	30 HR Webinar: SmartConnect Updates	1	2

### Platform

Email Newsletter

Direct Mail

Webinar

Census Data

### Details:

- Email Newsletter: **April 2:** All 64.5+
- Direct Mail: **April 13** | Birthday (Age 64.5 - 65), Welcome (All new 64.5+), Pre-OE (Group OE next month)
- Webinars: **April 15** | 1:00 p.m CST, **April 24** | 11:00 a.m CST, **April 30 (HR)** | 12:00 p.m. CST
- Census Data Due: **April 8** (Required for direct mail outreach the following month)

\*\*Direct Mail and Email marketing are for those whose offering allows for it.

2026



# May



SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	1	2
3	4	Email Newsletter	Census Data	7	Medicare 101	9
10	Direct Mail	12	13	14	15	16
17	18	19	Helping a Loved One with Medicare	21	22	23
24	25	26	27	28	29	30
31						

### Platform

Email Newsletter

Direct Mail

Webinar

Census Data

### Details:

- Email Newsletter: **May 5:** All 64.5+
- Direct Mail: **May 11** | Birthday (Age 64.5 - 65), Welcome (All new 64.5+), Pre-OE (Group OE next month)
- Webinars: **May 8** | 12:00 p.m CST, **May 20** | 1:00 p.m CST
- Census Data Due: **May 6** (Required for direct mail outreach the following month)

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2026



# June



SUN	MON	TUE	WED	THU	FRI	SAT
31	1	2	3	4 Email Newsletter	5	6
7	8 Direct Mail	9	10 Census Data	11 Medicare 101	12	13
14	15	16	17	18	19	20
21	22	23 Medicare Advantage vs. Medicare Supplement	24	25	26	27
28	29	30	1	2	3	4

### Platform

Email Newsletter

Direct Mail

Webinar

Census Data

### Details:

- Email Newsletter: **June 4:** All 64.5+
- Direct Mail: **June 8** | Birthday (Age 64.5 - 65), Welcome (All new 64.5+), Pre-OE (Group OE next month)
- Webinars: **June 11** | 11:00 a.m CST, **June 23** | 12:00 p.m CST
- Census Data Due: **June 10** (Required for direct mail outreach the following month)

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