

Four-Step Guide to Planning a Health Care Enrollment Event

Many faith-based and community organizations can host events to help individuals and families enroll in health insurance.

- **Open enrollment starts** November 1, 2015 (coverage starting as early as January 1, 2016).
- **Open enrollment ends** on January 31, 2016.

Here are some suggested steps to make your enrollment event a success:

1. Planning the event

- **Contact Navigators and Certified Application Counselors for help:** Connect with Navigators and Certified Application Counselors that work in your community by entering your zip code at localhelp.healthcare.gov.
- **Prepare the Setting:** After choosing a date, time, and location for the enrollment event. Identify a room that will allow for private conversations. Be sure to have tables, chairs and internet service.
- **Listen:** Consider starting a conversation in your community to better understand who may be uninsured as you plan outreach efforts.
- **Plan for Support:** Rally your community around this event by asking for volunteers from your organization to help with set-up, break-down, hospitality, and coordination of the enrollment event.

2. Advertising the event

- **Get the word out:** Advertise the enrollment event during your organization's announcement time, in a congregation or community bulletin, in your newsletter, on your website and/or through Facebook or Twitter.
- **What to say:** Include information about what people should bring to the enrollment event, such as W-2 forms for anyone in their tax household to verify income, social security numbers, and immigration cards (if appropriate). The full list of what to bring can be found in the **Marketplace Application Checklist** at <http://go.usa.gov/3FhRQ>.
- **Engage Partners:** Identify other faith-based or community groups that might want to partner with you. Ask them to join your event and/or advertise it in their publications.

3. Conducting the event

- **Gather information:** Have a sign-in sheet and ask for contact information so that you can follow up when you host your next enrollment event.
- **Setting up the space:** Make sure the enrollment room is set up with tables, chairs, and access to the internet. Arrange the space so that Navigators or Certified Application Counselors can have private conversations with people who are getting enrolled. Confirm that Navigators and Certified Application Counselors are bringing laptop computers to enroll people.
- **For a larger event:** If you expect a large turnout, have a room set up with computers, internet and volunteers to help people create an email account (if needed) and create their HealthCare.gov account.
- **Working while they wait:** Designate a waiting area where people can read about the Health Insurance Marketplace. Have translators or volunteers available to answer questions and print out the following information for those who are waiting:
 - ✓ Get Covered: A One-Page Guide to the Health Insurance Marketplace
 - ✓ Things to Think About When Choosing a Health Plan
 - ✓ The Value of Health Insurance
 - ✓ 10 Essential Health Benefits
 - ✓ Medicare & the Health Insurance Marketplace
 - ✓ Exemptions from the Health Insurance Marketplace Fee

All these documents are available at <http://go.usa.gov/saQT>.

- **Have a TV monitor close by?** You may also want to show a video on how to use health insurance once you have it. From Coverage to Care videos and handbooks can be found at <http://go.usa.gov/3Fhnx>.

4. Following up on the Event

- **Show your appreciation:** Thank Navigators, Certification Application Counselors, and volunteers for their help with the event.
- **Follow-up:** For those who were unable to enroll at the event but still wish to do so, provide contact information for the Navigators or Certified Application Counselors who may be able to assist with individual enrollment.

SAMPLE FLYER or BULLETIN NOTICE

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Health Insurance Enrollment Fair – Sunday, December 13 from Noon to 3 pm at the Welcome Center

High quality health insurance is now available. If you want to learn more about getting insurance, stay after the service on December 13 from noon to 3 pm to learn more and get enrolled. Navigators trained in helping people enroll in health insurance will be present.

If you want to enroll in health insurance, you must bring the following with you:

- Social Security Number (and immigration documents for legal immigrants)
- Employer and income information for every member of your household (for example, pay stubs or W2 forms – Wage and Tax Statements)
- Policy information on health insurance if you or someone in your household have it from a job or another source
- For a full list of what to bring, see this list: <https://marketplace.cms.gov/outreach-and-education/apply-for-or-renew-coverage.pdf>.

If you have questions, email a member of our congregation, Mary Smith at Sampleemailaddress@Sample.org.