



# 2024

## The AIP Toolbox Digital Content Calendar

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Month	Primary Topics	Secondary Topics	Product Focus
January	Missed Open Enrollment? The AIP offers year-round insurance options with special discounts all year long.	Student Loan Payment Pause has ended – refinance with Laurel Road.	All Products + Dental Student Loan Refinance
February	Insure Your Love this February and beyond with Life Insurance. 30 Year Term Life Insurance. AIP Webinar: Learn about your Alumni LTC Benefits	Protect Your Pet on Valentine’s Day AIP Webinar: Spring Travel – Learn how to protect your trips with Travel Insurance from The AIP	Term Life + Pet Insurance <b>Travel Webinar – 2/13</b> <b>LTC Webinar – 2/21</b>
March	Stay protected during Tax Season with Alumni ID Theft plans.	Learn more about Long-Term Care with our webinar replay  Learn more about Travel Insurance with our webinar replay	Student Loan Refinance Long-Term Care ID Theft Protection
April	Life Insurance for New Grads. Life insurance is cheaper when you’re young and healthy.	AIP New Grad Checklist	One Step Express New Grads
May	Welcome to The AIP New Grads. Your new alumni status gets you access to special benefits just for being a graduate! Student Loan Refi – Can your Alumni Association help you save money?	National Pet Month – Alumni Receive special discounts on Pet Insurance with MetLife! DIAM (Disability Insurance Awareness Month)  <b>AIP Webinar:</b> Learn how your alumni association can help you save money on your student loans.	Pet Insurance All Products for New Grads Disability Insurance <b>Student Loan Webinar: 5/14, 5/16</b>
June	Traveling this summer? Protect your trip with travel insurance. National Pet Preparedness Month	Auto and Home – Tips to keep your home safe from break-ins + road trip tips. Learn how you can save on your student Loan with this webinar replay	Travel Auto & Home Pet Insurance
July	Looking for faster coverage options for Life Insurance without a medical exam?	Is Dental Insurance worth it?	One Step Express Dental / Vision
August	Get back-to-school ready with a healthy smile	Answering your questions about long-term care - webinar replay	Dental / Vision Long-Term Care
September	Life Insurance Awareness Month (LIAM) During LIAM – use our FREE online calculator or connect with an AIP Life Advisor to discuss your needs	<b>AIP Webinar:</b> Alumni now have access to New ID Theft Plans and benefits	Term Life <b>ID Theft Webinar – 9/11</b>
October	National Dental Hygiene Month for your family and your pet.	Think you can't afford life insurance? We'll tell you why you're wrong.	Dental / Vision Pet Insurance One Step Express Term Life
November	2025 Health Insurance Open Enrollment Medicare Supplement Open Enrollment	Long-Term Care Awareness Month  <b>AIP Webinar:</b> Learn what LTC is and how much it cost, and when to buy it	<b>eHealth Webinar 11/7</b> Medicare Health Plans <b>LTC Webinar 11/13</b>
December	2025 Open Enrollment Deadlines Missed Open Enrollment – The AIP offers enrollment year-round (Dental, Vision, Life, Disability)	Learn more about your health insurance options with our webinar replay Learn more about Long-Term Care with our webinar replay	AIP Open Enrollment eHealth/Medicare Long-Term Care