



WORKPLACE EVENT IDEAS

How to engage employees on National 401(k) Day

Increase awareness about the importance of saving for retirement and encourage participation in your company's retirement plan by hosting a National 401(k) Day campaign. As part of the campaign, consider hosting a few workplace events. The following list should get you started.

You may also wish to provide employees with an incentive for participating in some or all of these events. Incentives can be as simple as fun-size candy bars, lunch or beverage gift cards, or raffle tickets or points toward a larger prize.

- + Begin by making sure employees understand how much they need to save for retirement. For a quick estimate, employees can use the [Retirement Readiness Calculator](#). You can print the form and distribute it directly to employees or have them go online and let the computer do the math!
- + Designate one day as "Bring Your Lunch to Work" day. Have everyone eat together and discuss how saving even a little can add up to a lot of retirement savings. You can distribute our [Savvy Customer handout](#) or provide the link to all employees. Provide an incentive for those who bring their lunch (for example, cookies with the tag, "You're one smart cookie".)
- + Conduct a seminar using our pre-made template. This presentation is available in [PDF](#) and PPTX formats. Your plan consultant can help you with any questions you have about this material. (You can choose to present all the material at once or break it up over the course of several days.)
- + Invite your plan's investment advisor to speak sometime during the week or provide his/her contact information after discussing the importance of asset allocation and diversification.
- + Have your benefits specialist host a "Coffee + Cocoa" session where employees can ask questions about their retirement plan. He/She can also have summary plan descriptions and enrollment/change forms available.
- + Encourage employees to begin contributing or increase their contributions on the day. Provide a token incentive for those who take action.
- + Designate time to give employees the opportunity to experiment with all the calculator located on our website at www.randall-hurley.com/planning-tools.