



EMAIL TEMPLATES

Quickly communicate your National Retirement Security Week campaign with your employees

Increase awareness about the importance of saving for retirement and encourage participation in your company retirement plan by hosting a National Retirement Security Week campaign. The following email templates can save you time. Just copy the text into your email and make any changes you wish.

SAMPLE 1

Subject: Retirement is Not Out of Reach

Between COVID-19 and uncertainty in the economy, saving for retirement might seem like a lower priority. We encourage you to stay the course—keep taking small steps toward your retirement goal.

Did you know only 12% of retirees had a written plan for retirement? At <<YOUR COMPANY NAME>>, we want you to be ready when that time comes. Take steps now to find out how much you'll need, and then develop a plan to get there.

If you haven't enrolled in the retirement plan, join today. If you are participating, now is a great time to measure your progress.

The week of October 18-24, 2020 is National Retirement Security Week, a congressionally-endorsed national event calling on all employees to take full advantage of their employer-sponsored retirement plan. During this week, we will be holding activities so you can receive information about our plan and check on your progress toward retirement.

Join these events or visit www.randall-hurley.com/save-for-retirement for more information.

SAMPLE 2

Subject: Every Little Bit Counts

The fourth week in October is National Retirement Security Week. This event is a congressionally-endorsed national event that encourages employees to take advantage of their employer-sponsored retirement plan. We will be holding activities during this week so you can learn more about saving for retirement and how to take advantage of this important benefit.

Some Quick Facts

- Saving just \$20 more per month increases your savings by \$72,118 over 25 years.*
- If you skip a daily trip to the vending machine, and invest that money instead, you'll have saved \$24,703 over 20 years.*
- Right now investments are priced lower. Keep contributing now to see your retirement plan value increase over time as the prices of your existing investments rise.
- Nearly 70% of future retirees expect to work for income past retirement age, but only 26% actually do.

These are just a few of the tips you'll learn during National Retirement Security Week. Join our workplace events or visit www.randall-hurley.com/save-for-retirement for more information.

*assumes a 5% rate of return