

PLANNING TIMELINE

How to Plan for National Retirement Security Week



National Retirement Security Week is **October 18-24, 2020**. Enacted by Congress, the event is designed to highlight the importance of saving for retirement and encourage employees to participate in their employer-sponsored retirement plans.

We've developed a variety of tools, resources and tips to make it easy to conduct your organization's National Retirement Security Week campaign. Templates or other tools are available at: www.randall-hurley.com/save-for-retirement

OCTOBER

1 TH

DEVELOP a communication campaign for National Retirement Security Week.

2 FRI

DECIDE on virtual or workplace events for National Retirement Security Week.

5 MON

SEND OUT our flyer with instructions for NRSW raffle entry!
NOMINATE a Super Saver employee for a chance to win a gift card.

12 MON

SEND your employees an email reminder about National Retirement Security Week and our raffle.

16 FRI

SHARE our retirement readiness infographic reminding employees about National Retirement Security Week.

19 MON

KICKOFF the week with an activity.

20 TUE

PROVIDE a needs assessment handout so employees can determine their retirement readiness.

21 WED

SHARE our Savvy Saver handout.

22 TH

KEEP the momentum going with a staff activity. Visit our Resource Center for more ideas.

23 FRI

HOST an informational meeting about your plan. Use our template for guidance.

27 TUE

EVALUATE the results of your National Retirement Security Week efforts.

How did it go? Let us know how we can help you improve.