



EMAIL TEMPLATES

Quickly communicate your National Retirement Security Month 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 Save for Retirement 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: Create Your Unique Retirement

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 a retirement plan, join today or find out when your next enrollment date is. If you are participating, now is a great time to measure your progress.

The month of October is National Retirement Security Month, a congressionally-endorsed national event calling on all employees to take full advantage of their employer-sponsored retirement plan. During this month, 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 Small Detail Counts

The month of October is National Retirement Security Month. 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 month so you can learn more about saving for retirement and how to take advantage of this important benefit.

Some Quick Facts

Assuming an average annual return of 5%

- 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 Save for Retirement Week. Join us at our workplace events or visit www.randall-hurley.com/save-for-retirement for more information.



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