



CE&A Financial Foundations

Power of Saving and Budgeting – February 2024

Power of Saving and Budgeting - 2024 Campaign Strategy



Context: Leverage the new year, as a time when people are setting budgets and potentially receiving COLA salary adjustments and/or bonuses, as an opportunity for participants to review their retirement savings and consider increasing their contribution rate for the year.

Objective:

- **Promote** increased savings rates for off track for Savings and Generic to help ensure participants can reach their savings goal
- **Build** financial literacy on investing topics through relevant web-based education content and webinars
- **Drive** advice for the on track and off track for Manage/Protect segments and feature onsite FC events for certain institutions to help ensure participants are maximizing their retirement plan



Audience:

- Actively contributing/employed participants

Segments:

- On Track
- Off Track – Savings lower salaries (<\$50k)
- Off Track – Savings higher salaries (>\$50k), < 50 yrs. old
- Off Track – Savings higher salaries (>\$50k), > 50 yrs. old
- Off Track – Manage and/or Protect (On Track for Save)
- Generic

CTAs:

- Consider Increasing Your Savings Rate
- Watch a Webinar
- Read the Power of 1% Savings Article
- Review Your Account: Retirement Advisor Tool (On Track segment)
- Review Your Account: Meeting Scheduler (Off Track Manage & Protect)



Goals:

- Increase savings
- Advice (online/in-person)



Channels:

- | | | | |
|--|----------------|--|------------------------------------|
| | Email | | Coordination with onsite FC events |
| | Guidance Cards | | Outbound Calling |
| | Web banners | | Owned Social |
| | Article Page | | |

Timing:

- Initial Deploy: 2/22 | Resend: 3/7

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