



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: Make Sure You Are Prepared

Did you know that most Americans don't have enough savings to live comfortably during retirement? Experts recommend you'll need between 60% - 75% of your current income during retirement. At <<YOUR COMPANY NAME>>, we want you to be ready when that time comes. Take the time 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 20-26, 2019 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 us at 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 that 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 7%,

- You can save \$100,000 by investing only \$38/month over a 40-year period.
- By dining in once a month and investing that money in your retirement plan, you could save \$167,000 over a 30-year period.
- Increasing your bi-weekly contributions by \$25 can increase your retirement savings by \$66,000 over a 30-year period.

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