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an InvestmentWires' Publication

Friday, October 18, 2019

National Retirement Security Week Is About to Begin!

This coming Sunday kicks off *National Retirement Security Week* (NRSW) 2019, sponsored by the National Association of Government Defined Contribution Administrators (**NAGDCA**). The purpose of the holiday is to encourage plan sponsors to engage with their employees in an effort to help them save for a secure retirement.

The NAGDCA team has released a [series of 11 videos](#) as part of their campaign.

"The inspiration behind the NRSW promotional video was our desire to put a human face on the issue of retirement security," NAGDCA executive director **Matthew Petersen** shared with **401kWire**. "We want to remind everyone that the purpose of retirement programs is to create secure outcomes for participants."

Petersen stresses a focus on setting goals as a means of best preparing for a financially secure future, saying, "Every individual has different goals for their retirement, and participant should be thoughtful about what those goals are and what it takes to reach them."

"NAGDCA's membership consists of state and local government plan sponsors and their private industry partners," Petersen said. "Our members have produced some incredibly creative campaigns over the past few years to engage with their employees, and we are very proud of their efforts!"

Here's what some providers have planned in celebration.

CUNA Mutual Retirement

Celebrating their seventh anniversary of involvement with National Retirement Security Week, **CUNA Mutual Retirement**'s team has created a campaign with the theme of "Take Control of Your Financial Fitness Story." Focusing on

financial wellness, their newly introduced program, *BenefitsForYou*, offers employees a "Financial Fitness Checkup" and personalized educational materials based on their responses.

"Early usage of this new program tracks with what our savers asked for in our 2018 survey— resources to help them overcome challenges and unlock ways to save more," [states](#) senior vice president **Paul Chong**.

ICMA-RC

The team at **ICMA-RC** wanted to emphasize a personal connection for their plan sponsors and participants. "We wanted to create something that was simple and straightforward and would relate to people as they plan for retirement," managing vice president and chief marketing officer **Alex Hannah** told **401kWire**.

What is that something? Pets! The team has created a [website](#) that couples images of household animals with savings tips.

"National Retirement Security Week gives ICMA-RC an opportunity to provide our participants with fun and creative ways to think about retirement," Hannah [stated](#) in a press release. "Planning for retirement can be such a daunting topic and we want to do everything possible to ensure our partners have the resources they need to help them reach retirement success."

Lincoln Financial

The team at **Lincoln Financial** has based their 2019 National Retirement Security Week outreach on the firm's *2019 Lincoln Retirement Power Participant Study* findings. Researchers found that retirement plan participants who envision their ideal retirement save a median amount of 20 percent of their income, which is 7 percent higher than those who give no thought to their ideal retirement.

"National Retirement Security Week is a great time for participants of all ages to think ahead to what their ideal retirement would look like, but it's just as important for the other 51 weeks of the year," [stated](#) Jamie Ohl, executive vice president and president of retirement plan services. "The sooner savers take charge of their retirement savings, the closer they will be to

achieving the retirement they envision."

MassMutual

"We are reaching out to advisors and employers through social media to remind them that it's National Retirement Security Week," a spokesperson for **MassMutual** told **401kWire**. The posts will target small businesses and ask if they have a plan to help employees save. It will also include reminders to employees to evaluate their finances and saving plans and to advisors to step in with additional help as needed.

TIAA

The team at **TIAA** is helping their plan sponsors create their own National Retirement Security Week campaigns through content distribution packages that include daily emails, newsletters, and social media posts. They also have a [website](#) that includes a financial pop quiz, a checkup tool to identify your savings needs, information on setting up emergency funds, and action plans based on participants' saving style.

Prudential Financial

[Findings](#) from the **Prudential** sponsored *National Retirement Risk Index* are scheduled to be released early next week, a spokesperson for Pru confirmed. This research was completed and will be published by the Center for Retirement Research at Boston College.

"This is particularly important as 50 percent of working-age households are at risk of falling short in retirement," the spokesperson wrote to **401kWire**.

Voya Financial

The team at **Voya** has been creating a series of social media videos central to open enrollment season to "provide employers and their participants with a friendly reminder of their choices when it comes to workplace benefits," a spokesperson for the firm wrote to **401kWire**. For National Retirement Security Week, Voya has released a [video](#) titled "Benefits in a Minute - 401(k)

Contribution Levels."

Voya is keeping the celebration and awareness alive this month, as October is National Employment Disability Awareness Month. Partnering with the National Down Syndrome Society (NDSS), Voya co-sponsors C21 events, dining experiences to help raise awareness for fair wages and equal employment. Voya and NDSS **sponsored** the most recent C21 event on September 26 in Minneapolis, MN. The mission of NDSS and C21 mission "align with the Voya Cares program, which provides holistic financial wellness and retirement planning solutions to help all Americans move closer to the future they envision," the spokesperson stated.

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