



COMMUNICATION BEST PRACTICES

A guide to help you create engaging
and effective participant communications

STATE STREET
GLOBAL ADVISORS

**Helping employees understand
their retirement and other financial benefits starts
with showing them how and why it matters.**

Here are seven best practices that will help you
get your message heard and motivate employees to action.

.01

USE A PHASED CAMPAIGN APPROACH

Driving behavior change requires repeated messaging. Using a phased approach can help ensure that your communications are read and acted upon.

Build Awareness

Generate interest and set context in the first wave of your communications.

Communicate Value

Deepen understanding by showing employees how benefits affect them and their families.

Inspire Action

Make it easy for employees by including a simple call to action and clear next steps.

Don't wait until enrollment begins to start communicating. Experts* say people need to hear something three times before they believe it. Prime the conversation in advance of asking employees to make decisions.

Samples: campaign poster, interactive communication and response card

.02 GET CREATIVE

We live in a crowded, information-loaded world. Whether it's with a catchy headline or a bold image, focus on ways you can draw attention and help your campaign stand out.



SAVE MORE TO RETIRE BETTER

\$50,481*

*Daily Coffee:
\$2.50 x 5 days = \$12.50 week
x52 weeks per year = \$650 over 40 years=
\$26,000 x3% annual compounding

CONTACT HUMAN RESOURCES TO LEARN MORE ABOUT YOUR HEALTH AND SAVINGS PLANS



SAVE MORE TO RETIRE BETTER

Dear colleague,

We know that saving for retirement can seem daunting. However, there are many easy ways to increase your savings, and every dollar counts. For example, consider how much you could save by eliminating one takeout dinner per week.



\$141,347*

*Takeout dinner for a family of 4:
\$35 x week x52 weeks = \$1,820
over 40 years=\$72,800 x3% annual compounding

We want to make it easier for you to prepare for retirement. Contact Human Resources to learn more about our company savings plans.

[LEARN MORE](#)



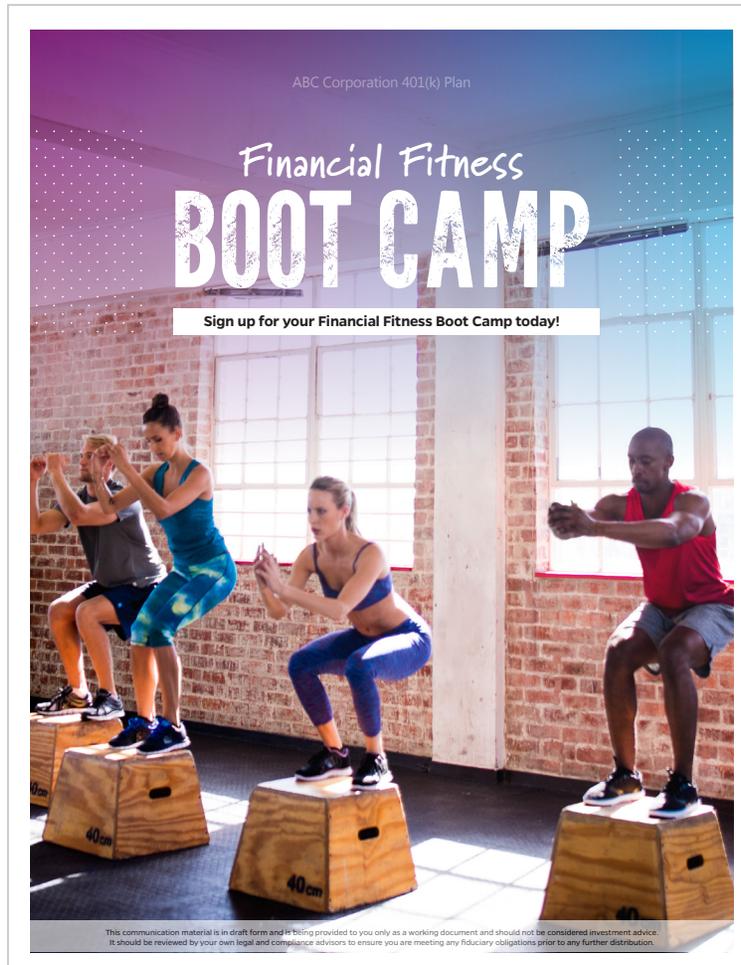
Samples:
campaign introduction
poster and email

You have to reach people who might otherwise ignore your message —don't be afraid to try more conversational language or humor.

.03

LAYER YOUR MESSAGES

Think about your communication like an advertisement. Start with your key point and layer on your supporting messages. Be sure to include a clear call to action so that people know where to go to get more information.



← Eye catching headline

← Clear call to action

← Attention grabbing image

← Legal or other required info

Test your communication to ensure that someone can understand the key point within 10 seconds.

Sample: campaign poster

.04

MAKE IT PERSONAL

Tap into employees' goals and aspirations to show why benefits matter. It's not just about numbers or product, it's about intrinsically motivating people and helping them understand the steps they need to take to realize their retirement dreams.

How do you picture your retirement?

“Being active w/ my family.”

“Seeing the world with my husband.”

Start picturing your tomorrow, today.
#yourretirementselfie

Post a selfie and a description of your retirement dream to [website.com/yourretirementselfie](https://www.401k.com/yourretirementselfie)

Online: By Phone:

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Picturing your retirement just got easier.

Dear colleague,

We know that retirement can be hard to plan for and even harder to picture. That's why we want to make it easier for you to prepare for retirement.

On [date], we will email you in a Company Name Target Date Fund. We will select a target fund for you based on the year closest to when you'll be 65.

Company Name Target Date Funds are designed to do the investment work for you when it comes to your retirement savings. Your target date fund will include a diversified blend of stocks, bonds, and cash, which is carefully put together by professional fund managers. Diversification is one of the guiding principles of successful investing.

We will invest you in one of these funds, depending on the year closest to when you turn 65:

Company Name	Target 2040 Fund
Company Name	Target 2050 Fund
Company Name	Target 2060 Fund
Company Name	Target 2070 Fund
Company Name	Target 2080 Fund
Company Name	Target 2090 Fund
Company Name	Target 2095 Fund
Company Name	Target 2099 Fund
Company Name	Target 2010 Fund
Company Name	Target 2015 Fund
Company Name	Target Today Fund

Get Started

“Hiking the Rockies”

“Traveling the world.”

“Sailing on Cape Cod Bay.”

Company Name Target 2040 Fund
Company Name Target 2050 Fund
Company Name Target 2060 Fund
Company Name Target 2070 Fund
Company Name Target 2080 Fund
Company Name Target 2090 Fund
Company Name Target 2095 Fund
Company Name Target 2099 Fund
Company Name Target 2010 Fund
Company Name Target 2015 Fund
Company Name Target Today Fund

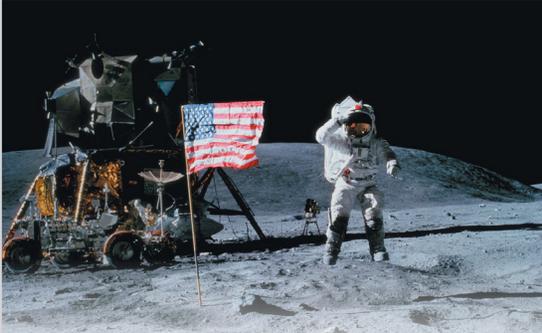
Samples:
campaign introduction
poster and email

Get people to take action through interactive contests. By becoming more invested in your campaign, it may lead them to think differently—and take action—to boost their own retirement readiness.

.05

REMEMBER LIFE STAGES

How your employees think about their finances is influenced by their age and life stage. Where possible, tailor your communications to appeal to different demographics.



**YOU KNOW
WHERE YOU WERE.**

Do you know where you're going?

As a Boomer, you know that retirement is just around the corner. Is your portfolio balanced to meet your needs now and through retirement? A Target Retirement Fund will automatically adjust the mix of stocks and bonds to align with your goals and your retirement timing. It's a simple way to get where you want to go.

LEARN MORE BY GOING TO [BENEFITS.COM](https://www.benefits.com) OR CALL 888-BEN-EFIT. **IT'S ABOUT TIME**

**IF MARIE CURIE
CRACKED
RADIOACTIVITY IN
HER TWENTIES**

SURELY YOU CAN CRACK RETIREMENT IN YOURS.

Even if you're just starting out, a Target Retirement Fund can keep up with you. It's a single diversified investment fund that automatically adjusts the mix of stocks and bonds over time. In your twenties, the emphasis

is on greater risk and potential to grow (more stocks), while later in your career your portfolio becomes more conservative (more bonds). Retirement may be years away, but starting early makes a big impact. Get cracking now.

IT'S ABOUT TIME

LEARN MORE BY GOING TO [BENEFITS.COM](https://www.benefits.com) OR CALL 888-BEN-EFIT.

*Be audience-centric.
Use powerful historical
events, cultural markers,
or historic figures to
connect emotionally
to your employees.*

Samples: campaign posters

.06

KEEP IT SIMPLE

Jargon and overly complicated charts and graphs can alienate your audience and discourage them from taking action. Use simple language and visuals to aid understanding, drive broader awareness, and greater participation.

What is a Target Date Retirement Fund?

This type of fund is based on the year you plan to retire. Let's say you want to retire when you're 62. And let's say you'll be 62 in 2031. There's a Target Date Retirement Fund for the year 2030. Because that's the year closest to 2031, that's the Fund in which you'll be invested automatically (unless you select otherwise).

December 31, 2016 2016 2021 2026 **2030** 2035

- 1**
Choose the date of your Target Date Retirement Fund.
- 2**
Your fund will invest your money in a mix of stocks, bonds, inflation protection, and stable value investments; rebalance every quarter; and adjust that mix of investments automatically to become more conservative as you near retirement.
- 3**
Target year. You may now withdraw cash to live on while your remaining savings continue to be invested conservatively on through retirement.

Be clear about the separate steps you need employees to take. If you communicate multiple actions all at once, it can be overwhelming.

Sample: brochure info-graphic

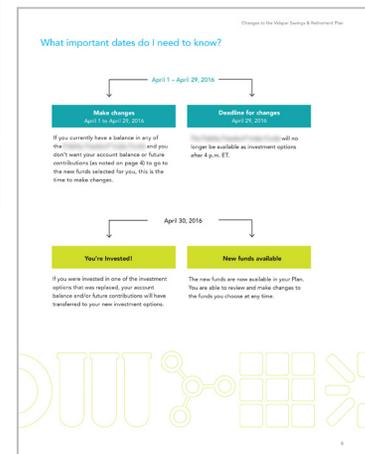
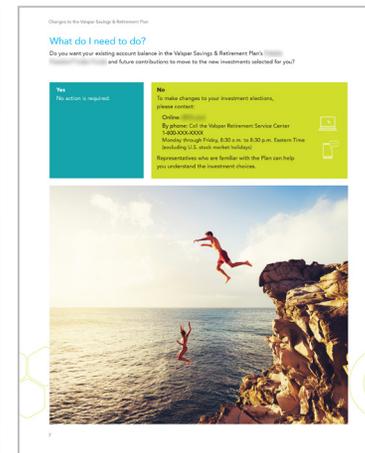
.07

LEVERAGE YOUR BRAND

The effectiveness of communications is highly dependent on trust. Research indicates that employees trust their employers more than financial institutions.¹ When developing communications, make sure they are aligned with your company's visual style, tone, culture and values.



Sample: campaign brochure



Enlist the support of senior management to help spread the word about an important change or campaign initiative. An email from a department head or an announcement during a weekly staff meeting will increase engagement.

“Retirement planning can be incredibly overwhelming to navigate. Simplify your messaging and make good decisions easy—your employees will be tremendously grateful and will appreciate you more as a result.”

SSGA PARTICIPANT ENGAGEMENT

Disclosures:

To find more opportunities to help your plan participants, visit ssga.com/experience.

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All plan participants should carefully consider all of the investment alternatives available under the Plan before deciding to invest, consult with their own financial advisor and contact their Plan Administrator for more information on the plan's available alternatives.

Investing involves risk, including the risk of loss of principal.

Diversification does not ensure a profit or guarantee against loss.

Survey Methodology

The survey on page 9 came from TIAA-CREF's Investment Options Survey, conducted by an independent research firm between January 3 and 5, 2014. Polling was among a national random sample of 1,017 adults, age 18 years and older.

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