

Signature Awards

2018 PSCA Signature Award Winners

Winners were announced at PSCA's 71st Annual Conference in May.


By Tobi Davis

PSCA's Signature Awards recognize excellence in retirement plan communications to both plan sponsors and plan participants. Effective education and communications are key in helping employees understand why saving is important, how much to save, and how to save. Campaigns that are creative and go beyond the basics of education are

worthy of recognition, as the hard work of the benefits team is helping Americans become more financially secure.

Award-winning campaigns are those that engage employees and drive action, helping employees be better prepared for retirement. The winners are examples of what can work when a company values its retirement plan and its

employees by striving to make the plan a best-in-class benefit for participants.

Congratulations to the 2018 winners! We commend them and all the entrants for their hard work helping their participants. This year the judges chose 32 winners in 11 categories. Below is a complete listing of the winners and, on the following pages, a more detailed summary of each of the winners. 

Signature Awards 2018 Full Winners List

Events and Workshops

- 1st Place **Griffith Foods Group Inc.**
- 2nd Place **NYC Health + Hospitals**
- 3rd Place **Chepenik Financial**

Fiduciary and Plan Decision Resources

- 1st Place **Oblon, McClelland, Maier & Neustadt, L.L.P.**
- 2nd Place **HB Global LLC**
- 3rd Place **Mass Mutual**

Financial Wellness

- 1st Place **Akin Gump Strauss Hauer & Feld LLP**
- 2nd Place **Asurion**
- 3rd Place **HP Inc.**

HSA Communications

- 1st Place **FCA US LLC**

Increasing Plan Participation and Savings Rates — Large Company

- 1st Place **Carolinas HealthCare System**
- 2nd Place **Southwest Airlines**
- 3rd Place **Federated Mutual Insurance Company**

Increasing Plan Participation and Savings Rates — Small Company

- 1st Place **RTI Surgical, Inc.**
- 2nd Place **Dorel Juvenile Group**

Overcoming Obstacles

- 1st Place **NFL Player Benefits**
- 2nd Place **Tie**
Fidelity National Financial, Inc.
Hormel Foods Corporation
- 3rd Place **Fidelity Investments**

Plan Changes — Large Company

- 1st Place **JetBlue Airways**
- 2nd Place **Memorial Sloan Kettering Cancer Center**
- 3rd Place **Pfizer**

Plan Changes — Small Company

- 1st Place **Golder Associates Inc.**
- 2nd Place **University of Richmond**
- 3rd Place **International Brotherhood of Electrical Workers Local Union No. 8**

Provider Campaigns

- 1st Place **Fidelity Investments**
- 2nd Place **Bank of America Merrill Lynch**
- 3rd Place **MassMutual**

Retirement Readiness

- 1st Place **Movement Mortgage**
- 2nd Place **Steel Dynamics, Inc.**
- 3rd Place **Tie**
Southern Illinois Healthcare
State of Michigan
Office of Retirement Services

Events and Workshops

1st Place

Griffith Foods Group Inc.



Objectives

- Promote the plan to all employees as an important financial vehicle in their retirement planning and introduce the Retirement City Game as an overall financial wellness tool.
- Increase number of participants who are optimizing the retirement plan.

Methods

- Onsite and virtual meetings to explain how to play the game, video, posters, statement inserts, and electronic delivery.
- Prizes at various stages in the game and a raffle at the end.

Results

- 325 out of 954 people completed the game, a 14 percent increase in web engagement, 2 percent increase of total income replacement for the plan, and 11 percent increased deferral rates.

Why Did They Win?

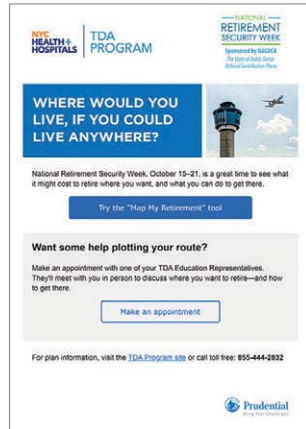
- Campaign sparked competition among participants and generated real action.

Events and Workshops

2nd Place

NYC Health + Hospitals

with Prudential Retirement



Objectives

- Help employees become better financially prepared for retirement.
- Leverage National Retirement Security Week to get employees to take positive action by enrolling or deferring more.

Methods

- E-mail promoting National Retirement Security Week, and use of "Map My Retirement" tool using a travel theme.
- One-on-one sessions with education representatives to discuss retirement goals.
- "Map My Retirement" take-action piece.

Results

- 199 people enrolled and the average deferral rate increased from 7.42 percent to 8.82 percent.
- 41 rollovers into the plan totaling \$575,290.

Why Did They Win?

- Had participants use their imaginations to consider life in retirement, which promoted participant action.
- Understood their participants and provided the guidance they needed.

Events and Workshops

3rd Place

Chepenik Financial



Objectives

- Support financial literacy programs that help put kids on the right track for financial success as they grow ups.
- The 4.01k Race for Financial Fitness™ is partnered with The Smarter Tomorrow Foundation™ whose goal is to give every kid a strong financial future.

Methods

- Website, e-mails, social media, flyers, Motivation Monday promotions, videos from Jean Chatzky, and pre-race reception with Jean and community leaders.

Results

- 675 people registered for races in 2017 and raised \$50,000 for Junior Achievement.
- Increased the number of race participants from the prior two years.

Why Did They Win?

- Campaign got people physically motivated, promoted awareness of financial literacy, and raised money for an important cause.

Fiduciary and Plan Decision Resources

1st Place

Oblon, McClelland, Maier & Neustadt, L.L.P.

with Bronfman Rothschild Plan Advisors



Objectives

- Assess overall plan health.
- Make major changes in order to optimize the existing plan and meet all fiduciary responsibilities.

Methods

- Brought in Bronfman Rothschild Plan Advisors to evaluate key plan health measures, investment management structure, provide checklist of key fiduciary responsibilities and best practices, and benchmark fees and expenses.
- Hired advisor to be a 3(38) Investment advisor.

Results

- New recordkeeper.
- Reduced fees and created a more transparent fee structure for participants.
- Broader menu of investment choices.
- Simplified decision-making process for participants.

Why Did They Win?

- Sought an independent consultant and pursued the recommended changes.
- Recognized that not all people receive information the same way so they offered a variety of media to get the word out.

Fiduciary and Plan Decision Resources 2nd Place

HB Global LLC
with Conrad Siegel



Objectives

- Review how participants use the plan, identify potential red flags, address fiduciary concerns, and make sure the plan meets its goals.

Methods

- Consulting packet, designed by Conrad Siegel, with color-coded charts and planning calendar.

Results

- HB Global's President and CEO shared that they were able to quickly see how the plan is performing.
- In one snapshot they were able to see that the average participant is on track to achieve 80% percent income replacements, and they concluded that the plan was meeting its goals.

Why Did They Win?

- It was easy to read and digest the information.
- It was nice that post-employment services were included.

Fiduciary and Plan Decision Resources 3rd Place

Mass Mutual



Objective

- In 2017, MassMutual's communication and webinar strategy was to help sponsors stay compliant by educating, guiding, and alerting them.

Methods

- Interactive 2018 Fiduciary Calendar available through new interactive website, Fiduciarycalendar.com. Plan sponsors can export information to their calendars and sign up for reminder e-mails about upcoming deadlines.
- Do-it-yourself QDRO kit
- Educational webinars
- White papers and guides

Results

- More than 62 percent of all registrants for the webinars attended.

Why Did They Win?

- The interactive calendar is a great way for plan sponsors to stay on top of required tasks.

Financial Wellness 1st Place

Akin Gump Strauss Hauer & Feld LLP

with Voya Financial



Objective

- Encourage employees to participate in educational opportunities and take small actions to improve their future financial outlook.

Method

- "Akin Saves" challenge
- E-mails, "Be Well" site to track points, desk drop including piggy bank, financial education registration site for webcasts.

Results

- 50 percent logged into their 401(k) accounts.
- 30 percent engaged with advisory services.
- 20 percent increased deferral rate or set up auto increase.
- 14 percent registered for a webcast.

Why Did They Win?

- Reinforced positive behavior.
- Wide range of webinar topics to address concerns of a wide range of employees, including student loan refinancing.
- Piggy bank desk drop early in the campaign was a creative, fun, simple, and direct way to get employees' attention.

Financial Wellness 2nd Place

Asurion

with Financial Finesse



Objective

- Launch a holistic wellness initiative that would help employees move the needle in improving their total wellbeing, satisfying their company's "No financial problem left behind" mentality.

Methods

- Online financial learning centers.
- Fortune cookie theme: "Don't leave your fortune to a cookie... own your financial future."
- Poster, mailer, desk drop with real fortune cookie.
- Used services of two vendors to have one program with aligned goals.

Results

- 29 percent took the assessment and 70.7 percent used program for more than 6 months.

Why Did They Win?

- Clever slogan/design, and desk drop to bring attention to their financial wellness program.
- Assessment data was used to better focus education efforts.
- Wide range of topics with the ability for employees to speak with a certified financial planner.

Financial Wellness 3rd Place

HP Inc.
with Fidelity Investments



Objectives

- Bring renewed focus to financial wellbeing and allow employees to earn points for focusing on their finances.
- Help employees manage daily finances and long-term goals in a personal, fun, easy, and innovative way.

Method

- Wheel of Finance game.
- On-site and virtual learning sessions.
- E-mails, newsletter, website promotions, banners, articles, and print posters.

Results

- All generations of employees played the game.
- 15 percent of the employees played the game.
- 8 percent of players increased contributions.
- 6 percent attended a learning session, or spoke with a one of HP's financial wellbeing partners.
- 174 percent increased use of Fidelity's Planning & Guidance Center tool.

Why Did They Win?

- Fun way to increase the interest of employees through gamification.
- Used various methods to promote the program.
- Clear objectives and results that reflected those objectives.

HSA Communications 1st Place

FCA US LLC
with Bank of America Merrill Lynch



Objectives

- Encourage interest and activity in educational activities held during annual benefits enrollment.
- Raise participation in FCA's HSA plan as a retirement tool, while reminding employees of the power of the 401(k).

Methods

- Workshops, benefits fairs, one-on-one sessions, flyers, interactive education website, "Power of Two" theme to highlight 401(k) and HSA plans.

Results

- Enrollment in the HSA increased from 36 percent to 43 percent.
- Employee feedback was positive.

Why Did They Win?

- Aesthetically-pleasing materials focused attention on key concepts.
- "Power of Two" campaign helped remove the barrier of "I don't know what to do!" and promoted balance between the two plans.
- Nicely-designed website with information that was easy to understand.

Increasing Plan Participation and Savings Rates — Large Company

1st Place

Carolinas HealthCare System
with Empower Retirement



Objectives

- Provide a year-long, multi-media communications program to inform employees about the 401(k) and total reward benefits, including HSA and enhancements to the 401(k) plan due to the pension freeze.
- Increase deferrals among those not currently contributing.

Method

- Print and electronic communications, including videos and social media.
- Education for HR and benefits teams.
- 4.01(k) Walk and Retirement Fair.

Results

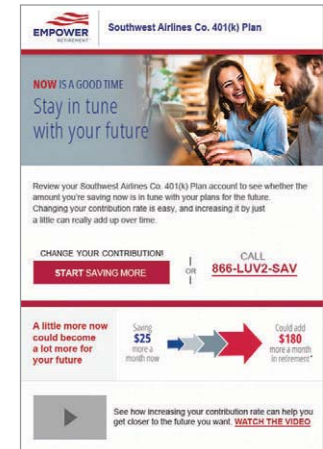
- More than 22,000 employees received multiple digital communications during 2017 and more than 1,000 experienced face-to-face interaction.
- 66 percent increase in number of employees contributing.

Why Did They Win?

- Extensive program.
- Element of fun with the 4.01k Walk.
- Great result of number of employees contributing to the plan.

Increasing Plan Participation and Savings Rates — Large Company 2nd Place

Southwest Airlines
with Empower Retirement



Objective

- Increase savings rates for participants in the plan who were saving less than 10 percent.

Methods

- E-mail with a link to a short video featuring Southwest employees talking about their 401(k) Plan and Profit Sharing Plan and how they are saving for retirement.
- Infographic posters.
- One-on-one meetings.

Results

- 14.2 percent changed their contribution rate and 20 percent of those that did increased savings by 7 percent or more.

Why Did They Win?

- Excellent video with messaging relatable to the employees.
- Traveled to sites to talk to employees one-on-one.
- Included helpful information about ways to save money both in general, and for retirement.

Increasing Plan Participation and Savings Rates — Large Company
3rd Place

Federated Mutual Insurance Company

with Wells Fargo Institutional Retirement and Trust



Objective

- Engage and motivate millennials to save for retirement with a desired outcome of either enrollment in, or increasing contributions to, the 401(k) plan.

Methods

- “Anything is Possible, Nothing is Impossible” campaign.
- Scratch-off mailer with a selfie-stick theme and sweepstakes card for a chance to win a selfie stick.
- Follow-up mailer.
- Encouraged continued engagement with congratulatory e-mail to those who logged into account.

Results

- 15 percent enrolled with an average deferral of 7.7 percent.
- 10 percent increased deferral rate.
- 67.7 percent logged onto the website to view if they are on or off track for an 80 percent retirement savings goal.
- Follow-up campaign had a 48 percent overall take-action rate.

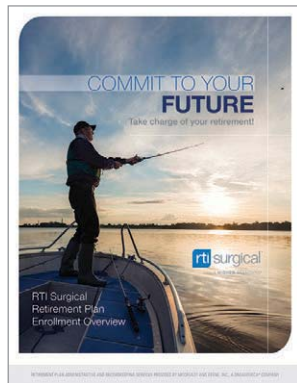
Why Did They Win?

- Uplifting, successful message.
- Easy to take action.
- Giveaways that tied into theme.
- Good results.

Increasing Plan Participation and Savings Rates — Small Company
1st Place

RTI Surgical, Inc.

with OneAmerica



Objective

- Increase awareness of the match and ensure all employees across multiple locations received the same information and service.

Methods

- With access to bodies of water a common denominator across locations, used custom campaign based on water theme.
- E-mail, custom website, mailer distributed at meetings and sent via direct mail, and a water bottle give-away.

Results

- Average e-mail open rate was 18 percent with click-through rate of nearly 3 percent.
- Average deferral rate increased from 4 percent to 6.71 percent.

Why Did They Win?

- Robust, custom campaign that engaged employees on multiple levels.
- Custom website featuring “Pete the Planner,” educational information and useful online calculators for financial and retirement planning.

Increasing Plan Participation and Savings Rates — Small Company
2nd Place

Dorel Juvenile Group

with MassMutual



Objectives

- Engage union members to understand how their 401(k) plan could be used to help them reach their retirement goals.
- Improve employee relations by creating a positive image of the benefits and the new service provider.
- Increase participation rates and deferral levels.
- Communicate importance of asset allocation.

Methods

- Onsite meetings, workshops, and one-on-one sessions, transition guide, and custom card for end of blackout period.

Results

- Participation rates increased from 32 percent to 73 percent.
- Average deferral rate increased from 4 percent to 6 percent.

Why Did They Win?

- Significant level of engagement by union members and increase in participation.

Overcoming Obstacles
1st Place

NFL Player Benefits



Objective

- Make nflplayerbenefits.com the “go-to place” for current and former NFL players to understand, plan, and confidently take action on their benefits.

Methods

- Video featuring former NFL players “working” with a web designer to craft the new site, e-mail blasts, social media posts, SMS messaging, postcard, and printed slip sheet.

Results

- Visitors to landing page: 13,751 compared to 3,394 during the same period in prior year.
- Total number who logged in: 9,896.
- Early in the campaign, most traffic came from mobile users; later desktop views increased — a strong indicator that players were spending time delving into site features.
- Anecdotal feedback of the portal from players has been positive, with many praising the easy-to-use interface, mobile responsiveness, and breadth of represented benefits.

Why Did They Win?

- With a big change to rollout, they took the time to understand their population, including interviewing some members.
- They created a campaign that the players could relate to, including the fun video.

Overcoming Obstacles 2nd Place — TIE

Fidelity National Financial, Inc.
with Wells Fargo Institutional Retirement and Trust



Objective

- Increase percentage of women who have a 10 percent or higher contribution rate.

Methods

- “Just as prepared” campaign featured a wellness theme and images of women getting motivated and taking action.
- Mailer, e-mail, video, follow-up messaging.

Results

- Rate of women contributing 10 percent or more reached 19.1 percent, surpassing the goal of 17.70 percent.

Why Did They Win?

- Campaign aimed at women was timely and achieved its goals.

Overcoming Obstacles 2nd Place — TIE

Hormel Foods Corporation
with MassMutual



Objective

- Encourage eDelivery of participant communications to increase efficiency and reduce per-participant plan fees across multiple plans.

Methods

- Custom video, onsite meetings, easy cards, “Go Green” posters, table top cards in three languages, flyers, and enrollment books.

Results

- Percentage of employees opting for e-delivery increased by four percent.

Why Did They Win?

- Unique goal of reducing fees with e-delivery.
- Video featuring new VP of HR to explain the idea was a good way to get the message across.

Overcoming Obstacles 3rd Place

Fidelity Investments



Objective

- Create a new way for plan sponsors to engage their employees in retirement planning with something turnkey and easy for them to deploy in their workplace.

Methods

- “Meet Your Match” infographic campaign.
- Digital infographics in multiple formats: print-ready poster, online article page, screen saver, digital signage, social media, and e-newsletter.

Results

- Five percent click-through rate and an average of 45 percent of those employees followed through and took action.
- “These are awesome! I want to use them all!” was the response from one client

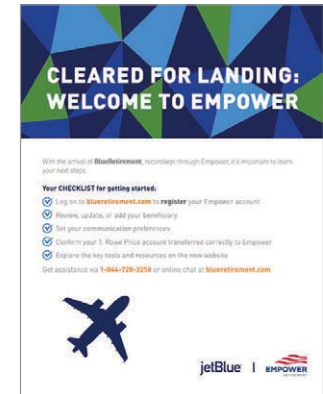
Why Did They Win?

- Eye-catching themed-campaigns.
- Good job understanding a trend in communications that will resonate with plan sponsors and participants.

Plan Changes — Large Company

1st Place

JetBlue Airways
with Empower Retirement



Objective

- Build momentum and excitement during transition to new recordkeeper to encourage Crewmembers to engage.

Methods

- Website, brochures, letters, postcards, e-mail, videos, onsite events with give-aways, recorded meeting, and train-the-trainer presentations.
- Themes of “Change is in the Air” and “Let’s Get Everyone on Board.”

Results

- 49 percent increase in plan assets, 14.6 percent increase in average account balances, 6.4 percent increase in average deferral rate, fewer loans, average Crewmember at 98 percent of goal to replace 75 percent of income in retirement.

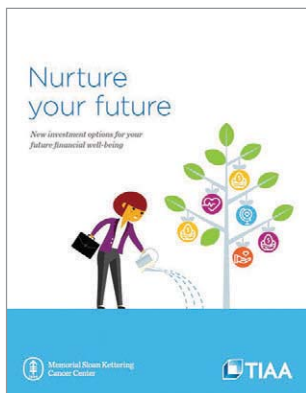
Why Did They Win?

- Designed campaign with company culture in mind using clever flight references.
- Clear communications with demonstrated results.

Signature Awards | 2018 PSCA Signature Award Winners

Plan Changes —
Large Company
2nd Place

**Memorial Sloan Kettering
Cancer Center**
with TIAA



Objectives

- Communicate investment line-up changes in a clear and simple way, motivate employees to actively engage in retirement planning, increase the use of digital tools and self-service options, and showcase retirement program features.

Methods

- “Nurture Your Future” branding on e-mails, plan change guide, postcard, flyer, and custom microsite.
- On-site education and advice sessions

Results

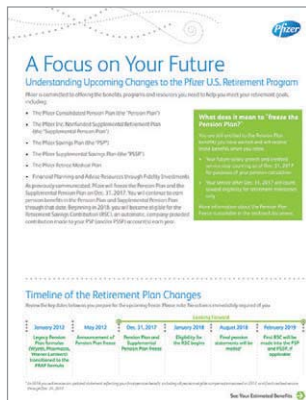
- 2 percent increase in website usage, increase in online advice usage, 12 percent increase in beneficiary updates, 85 percent used on-site advice session and all in less than 90 days after changes went into effect.

Why Did They Win?

- Clearly written and engaging communications with a consistent theme throughout.
- Colors made the plan change guide visually appealing and effective in making the materials easier to digest.

Plan Changes —
Large Company
3rd Place

Pfizer
with Fidelity Investments



Objectives

- Communicate pension freeze to an inquisitive population that always challenges assumptions and questions everything.
- Develop core pieces that could be used to set the stage for broader financial wellness conversations in the future.
- Promote a related enhancement to the 401(k) Plan.

Methods

- Tip sheets, videos, pension statements, e-mails, and live webinars.

Results

- Total clicks on the various pieces ranged from 3,200 to 8,300.
- Although not a goal, the employee deferral rate for the targeted group increased by one percent.

Why Did They Win?

- Achieved goals with materials delivered in an understandable and engaging format.
- Video was short yet informative and easy to understand.
- Communications were well thought out, right down to the call center FAQs.

Plan Changes —
Small Company
1st Place

Golder Associates Inc.
with Principal



Objective

- Modernize the existing 401(k) plan to help position employees to be more prepared for retirement using automatic features.

Methods

- E-mails, flyers, and on-site and phone-based meetings to answer employees’ questions.

Results

- Participation increased from 85 percent to 96 percent.
- Average deferrals increased from 6.2 percent to 9.2 percent.
- Use of the QDIA increased from 57 percent to 88 percent

Why Did They Win?

- Results showed outstanding growth.

Plan Changes —
Small Company
2nd Place

University of Richmond
with TIAA



Objective

- Inform eligible and existing participants of investment option changes.

Methods

- E-mails, transition guide, in-person group education sessions and departmental sessions, and an on-demand webinar.

Results

- 25 percent of the employee population attended meetings.
- 90 percent attendance rate at scheduled one-on-one sessions.
- 117 percent increase in website usage.

Why Did They Win?

- Very thorough on the results to show positive impacts.
- Materials were clear.
- In-person sessions and on demand video options a plus.

Plan Changes —
Small Company
3rd Place

**International Brotherhood
of Electrical Workers
Local Union No. 8**
with MassMutual



Objectives

- Communicate and educate participants about a plan provider change and the tools and resources available to help them plan and prepare for retirement.

Methods

- Custom transition website, brochure, postcards, custom videos, and meetings.

Result

- Participants were well informed every step of the way through the transition.

Why Did They Win?

- Print materials and website were nicely designed.
- Video was well done, simple, and the images were appropriate for the audience.

Provider Campaigns
1st Place

Fidelity Investments



Objectives

- Define financial wellness using empirical research and the development of a financial wellness score.
- Provide employers with actionable insights so they can assess the financial wellness of their employees.

Methods

- White Paper: *What it Means to be Financially Well.*
- “Charticle” — “Measuring and Predicting Financial Wellness” is a summary of the research and white paper content for plan sponsors using friendly, easy to follow visual charts.
- E-mail to participants with link to “MyMoney Checkup” tool that gives a Financial Wellness score and a plan to make their money work harder.

Results

- One-third higher than average client reviews of the Charticle.
- 53 percent of clients took steps to promote the tools.
- 47 percent higher click-through rate of e-mail on Checkup tool than its initial rollout.

Why Did They Win?

- Extensive needs analysis and research really drove the creation of the Financial Wellness Score.
- Insightful whitepaper.
- Charticle was easily digestible.
- Interactive, attention grabbing, and personalized e-mails.

Provider Campaigns
2nd Place

Bank of America Merrill Lynch



Objectives

- Revamp and reinvigorate HSA education, and reimagine content to create a user-friendly, streamlined program that was easy for individuals to navigate and learn about HSAs.

Methods

- Online Learning Center with infographics, online quizzes, Brainshark presentations, how-to and fact sheets, downloadable user guide, and online calculators.

Results

- 207 percent increase in on-demand views over the prior year.
- 996 percent increase in mobile views over the prior year.
- 60 percent e-mail open rate.
- Average account balance increased by four percent.

Why Did They Win?

- Message was personalized, relatable, and presented in an easy to understand format.
- Vignettes about how individuals are using their HSAs were relatable and authentic.
- Participant engagement was excellent.

Provider Campaigns
3rd Place

MassMutual



Objective

- Use a new approach to encourage participants to save if they are contributing, sign-up if they are not contributing, and consolidate to encourage them to roll money into the plan.

Method

- “Resize Your Retirement” campaign with direct mail postcards, e-mails, Facebook posts, and microsite.

Results

- Increase in participant savings of 303 percent over 2016’s campaign.
- Responders to the “Sign-Up” campaign enrolled at a rate of 6.6 percent of pay.
- Responders to the “Save” campaign increased their deferral rates by an average of 3.6 percent

Why Did They Win?

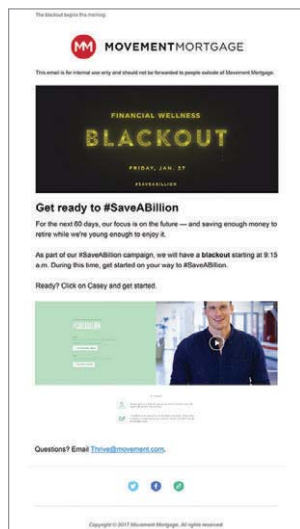
- Took a unique and new approach to something that is fairly standard in the 401(k) business.
- Thought about how to present common topics in an engaging way with a multi-channel approach.
- Fun, light, and easy to understand.

Retirement Readiness

1st Place

Movement Mortgage

with Principal



Objectives

- Encourage employees to take a more active role in their retirement planning so that entire workforce will have \$1 billion more at retirement.
- Help employees save more in order to be prepared for retirement.

Methods

- Video from the CEO outlining the program theme “#SaveABillion.”
- Custom website, e-mails, intranet posts, social media content, phone wallet giveaway, and a cash-grab event.

Results

- 60 percent of employees took the assessment, 28 percent increased deferrals, estimated total balance at retirement increased to \$2.8 billion, nearly \$400 million more than at start of initiative.

Why Did They Win?

- Clear calls to action and fun.
- Gave employees dedicated time at work to complete campaign actions.
- Impressive results.

Retirement Readiness

2nd Place

Steel Dynamics, Inc.

with John Hancock Retirement Plan Services



Objectives

- Create a branded communication strategy that fits the culture, grabs attention, encourages excitement and engagement with the 401k plan, and provide a consistent message about saving for retirement and continuing to review your goals.
- Ultimately drive action and increase overall plan and individual retirement readiness.

Method

- “Power of 10%” campaign with meetings, brochures, flyers, and webinars.

Results

- 11 percent of participants increased pre-tax & Roth deferral rates — of those, 35 percent increased to 10 percent.
- The average deferral rate increased by 4.5 percent.

Why Did They Win?

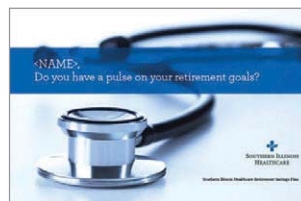
- Communications were cohesive, bright and colorful, and energetic.
- Great tagline of “The Power of 10%.”
- Great results.

Retirement Readiness

3rd Place — TIE

Southern Illinois Healthcare

with Wells Fargo Institutional Retirement and Trust



Objectives

- Raise awareness of the 401(k) plan, reach pre-retirees, drive employees to access online accounts via web or mobile, increase the usage of online tools, and improve overall financial health.

Methods

- E-mails and a personalized direct mailer targeting all current employees aged 50–65 with balances.
- “Your Passport to a Better Retirement Financial Wellness” challenge — e-mail, direct mailer, intranet web posting with link to a scavenger hunt, onsite posters coinciding with benefits fairs, Plinko game, and giveaways.

Results

- 15 percent increase in overall plan health.
- 9 percent increase in participants contributing 10 percent or more.
- Enrollments doubled in 2017 from 2016.
- Beneficiary updates increased 370 percent from 2016

Why Did They Win?

- Well thought-out.
- Used wellness points to highlight the importance of financial wellness as part of overall wellbeing.
- Used benefits fairs with games and raffles to create a fun element.

Retirement Readiness

3rd Place — TIE

State of Michigan Office of Retirement Services

with Voya Financial



Objective

- After focus group research found that female plan participants were not maximizing their retirement benefit, the Michigan Office of Retirement Services wanted to help women more fully understand the unique factors that affect their future and how to plan for it.

Method

- *Women's Guide to Retirement* — a 16-page brochure printed and distributed in meetings and available online as a printable PDF.

Results

- Female participants who considered themselves knowledgeable about the plan increased by three percent.
- A “Small Steps” campaign using the guide increased contribution rates by one percent for more than 85,000 participants.

Why Did They Win?

- Targeted campaign to address a demographic with unique needs and challenges that resulted in increased retirement readiness for women in Michigan.