



Now's the time to plan your 401(k)/403(b) Day activities!

PSCA launches new materials to help plan sponsors maximize their 401(k)s and 403(b)s throughout the year.

As retirement follows work, the Friday after Labor Day is known as 401(k) Day – a day to focus on retirement planning and preparation. Mark your calendars for this year's 401(k)/403(b) Day – Sept. 6. This can be a one-day celebration of your company's plan, the culmination of a year-long education effort, or the beginning of one – however you choose to recognize the day, PSCA is here to help with sample communication campaigns – we're here to help!

Watch for a
member alert with
upcoming
401(k)/403(b) Day
materials!



The year's campaign will include football-themed educational materials in five modules that can be used all at once, throughout a week, or throughout the year. The materials include a coach's handbook to help plan sponsors launch their 401(k)/403(b) Day campaign in a way that works best for them. Each module includes downloadable flyers and posters to help employees:

- Get in the Game
- Play Offense
- Avoid Getting Sacked
- Make a Comeback
- Win



PSCA

Plan Sponsor Council of America

Materials include "game tips" and "penalty risks" on each topic. Campaign materials will be available exclusively to PSCA members in June.