

Washoe County

2022 Communication Strategy



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PLAN | INVEST | PROTECT



Looking forward to 2022

Plan education outreach

- Targeted action campaigns
- National campaigns
- One-to-one meetings*
- Group meetings/seminars*
- Personalized messaging
- Financial Wellness Education
- Voya Learn

**(virtual or on-site, dependent on current environment)*

2022 participant experience calendar

Q1

Q2

Q3

Q4

NATIONAL
CAMPAIGNS

AMERICA
SAVES
WEEK

NATIONAL
RETIREMENT
SECURITY WEEK

ACTION
CAMPAIGNS

Beneficiary
Campaign

Account
access
campaign

Enroll/
Increase deferral/
Restart
campaign

"Stay in the
Plan"
campaign

FINANCIAL
WELLNESS
WEBINARS

Plan for
Retirement
Income
webinar

Tools &
Resources
webinar

<Age 40
Retirement
Planning
webinar

Age 40+
Retirement
Planning
webinar

Inclusivity and Awareness Campaigns

- Black History Month
- International Women's Day

- Financial Literacy Month
- Asian Heritage Month
- Pride Month

- Hispanic Heritage Month

- Disability Awareness Month

Ongoing communications: auto enroll emails, personalized messaging, quarterly account statements

2022 Engagement Proposal

National Campaigns

- America Saves Week: Q1
- National Retirement Securities Month: Q4

Targeted action campaigns

- Beneficiary: Q1
- Account access: Q2
- Enrollment / Increase deferral / Restart: Q3
- "Stay in the Plan": Q4

Ongoing communications

- Quarterly participant statements
- Personalized messaging
- Fund change notices
- Automatic enrollment welcome email

Inclusivity and Awareness Campaigns

- Black History Month
- International Women's Day
- Financial Literacy Month
- Asian Heritage Month
- Pride Month
- Hispanic Heritage Month
- Disability Awareness Month

Seminars/Workshops

- Plan for Retirement Income
- Tools & Resources
- <Age 40 Retirement Planning
- Age 40+ Retirement Planning

Digital resources

- Voya mobile app
- Voya Learn
- Voya blog
- Custom extranet

Content snapshot

Beneficiary Campaign (personalized letter, email > on-demand video)

VOYA
Solutions for you

January 2023

Dear [Name],

Thank you for making the choices we need to help you reach your goals. We're here to help you reach your goals. We're here to help you reach your goals. We're here to help you reach your goals.

Beneficiary	Relationship	Percentage	Beneficiary ID
John Doe	Spouse	50%	123456789
Jane Doe	Spouse	50%	987654321

Do something good for those you care about

Make your retirement work for you.

Protect your finances and family with an estate plan

Watch Now

Account access Campaign (email, webinar, statement stuffer)

Think your online retirement account is just for checking your balance? Think again.

Tools and Resources Overview

Access your retirement savings account today

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Enrollment / Deferral Increase / Restart Campaign (email)

Small Business

VOYA

Forget-Me-Not

Log on now

"Stay in the Plan" Campaign (flyer, personalized letter)

Great reasons to stay

In the Multnomah County 457 Deferred Compensation Plan

Why Stay? Did you know...

1. You can keep your money in the Plan until you are age 70 when you will be required to take minimum distributions.
2. You can continue after funds are paid from your Deferred Compensation account. You also can pay Rollover IRAs into your Deferred Compensation account.
3. The County's Deferred Compensation Plan offers a variety of investment options, including the ability to invest in equity investments.
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5. Investment strength. The result of the investment strength that is provided to the County.

Account Information & Transactions

Log on now

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