



Help eligible plan participants prepare for retirement

A Nationwide® Webinar

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Just 26% of public employees are confident they are on track to financial security in retirement

70-90% Amount of income experts recommend to maintain your standard of living in retirement¹

51% Amount of your current income a public pension might provide²

80% of participants are concerned about not having enough money in retirement given inflation³

23% are confident they will have enough money in retirement to pay for medical expenses or long-term care⁴



Sources: 1. EBRI 2023 Retirement Confidence Survey 2. MissionSquare March 2023, Morale Public Service Motivation, Financial Concerns & Retention 3. "Taking the Mystery out of Retirement Planning," U.S. Department of Labor, Employee Benefits Security Administration (November 2021). 4. "Net Pension Replacement Rates," Organization for Economic Cooperation and Development (2021).

Help your eligible plan participants prepare for retirement

Employer-sponsored retirement plans are an essential component of your employees' benefits package. These plans help employees save for retirement while they're working so they can better prepare for their retirement years.

There are also benefits for you as their employer when employees participate in their supplemental plan.








Social Security replaces only about 40% of an average wage earner's income, while financial professionals often indicate a retiree needs to replace 70% of their pre-retirement earnings at a minimum.¹



[1] "This Is What Life Without Retirement Savings Looks Like," Alana Semuels, theatlantic.com/business/archive/2018/02/pensions-safety-net-california/553970/ (Feb. 22, 2018).

Supplemental plans benefit employees to – and through – retirement

-  **Long-term savings** – setting aside a portion of their income helps employees avoid financial difficulties after they retire
-  **Boosted savings beyond pensions and Social Security** – retirement plans can help close gaps and provide access to options that can protect a retiree’s savings
-  **Tax savings** – employees who contribute to a retirement plan can deduct their contributions from their taxable income, which reduces their tax liability. Their contribution earnings grow tax-free until retirement
-  **Education and guidance** – professional guidance and access to education that helps support financial wellness
-  **Flexibility and access** – participants can update their selections at any time while enjoying the power of compounding







A study by MetLife found that employees who were offered retirement benefits were more likely to report feeling loyal to their employer, with 71% of those surveyed saying that their benefits package made them feel valued.¹



[1] “Employee Benefits: 2018 Strategic Benefits Survey.” Society for Human Resource Management.

Offering retirement plans benefits employers, too

-  **Attract talent** – employees increasingly seek employers that offer comprehensive benefits packages that include retirement plans
-  **Reduce turnover** – Employees satisfied with their benefits package are less likely to leave their jobs in search of better opportunities
-  **Improve employee morale & productivity** – Employees who are confident in their ability to save for retirement are more likely to be engaged and productive
-  **Improve cost of benefits** – Employees who prepare for retirement are more likely to leave the workforce earlier



73% of HR professionals stating that retirement plans were an important factor in retaining employees.¹

62% seriously consider the availability of a retirement plan when deciding whether to accept or remain in a job.²



[1] "Employee Benefits: 2018 Strategic Benefits Survey." Society for Human Resource Management.
[2] "Why Offering Retirement Benefits Helps Attract And Retain Top Employees," Andrew Glaze, forbes.com/sites/forbesfinancecouncil/2022/08/24/why-offeringretirement-benefits-helps-attract-and-retain-top-employees/?sh=54ae3c943710 (Aug. 24, 2022).

Help your eligible plan participants prepare for their retirement



How does the plan work?



How much should I save?



What investment options should I choose?



Getting participants to take that first step can be difficult. Nationwide Retirement Solutions can help. Your eligible participants' data allows us to help educate plan participants to take the next step in building their future retirement. Eligibles data helps drive new enrollments and more digital interaction with participants.



Eligibles data is critical to driving new enrollments

2023 Cook County Enrollment Campaign



Challenge:

New enrollments decreased 2.4% year-over-year for the Cook County Deferred Compensation Plan post-pandemic

Campaign:

Cook County and Nationwide Retirement Solutions identified new ideas to increase plan engagement in 2022, primarily through sharing Cook's non-participating, eligible employee data

Additional education and communication tactics driven by the field team and communications partners

2023 Tactics

- Two-touch PEP campaign over 7-day period
- 2023 investment options enhancements
- A letter from the Cook County President of Commissioners to all employees regarding enrolment
- New department-focused campaign
- Monthly Webinars
- Wellness Wednesday Communications

Results:

10.8% conversion rate as of June 2023. March saw the highest conversion rates to date, with 14.4%

472 new enrollments through June 30, 2023

51 of new enrollments attributable to the two-touch PEP campaign



Sample enrollment campaign tactics

Nationwide | COOK COUNTY DEFERRED COMPENSATION PLAN

Cook County Deferred Compensation Program

The slide features a collage of six images: a police officer, a doctor, a fire truck at night, a church interior, a pharmacy, and a person in a lab coat.

New Employee Orientation Presentations

Same plan, only better

The slide shows a woman in a black turtleneck sitting at a desk with a laptop, looking towards the camera.

Cook County Investment Options Enhancements

Nationwide | COOK COUNTY DEFERRED COMPENSATION PLAN

Investment changes

The slide features a woman with dark curly hair, wearing an orange top, sitting at a desk and smiling while looking at a laptop.

Nationwide

Get the advantage you need to reach your retirement goals

Enroll now

[Name], one of the best ways to help secure the financial future you want is by contributing to your employer sponsored retirement savings plan.

Here's how enrolling can boost your retirement dreams:

- Start growing your money today -- set up is simple, and the money you save can make a big difference.
- Reduced taxes are made on a pre-tax basis.
- Taxes and penalties are deferred.
- Tax-deferred growth potential to help grow your money.

[Name], we can help you

Enroll now

Nationwide

Will you have enough for retirement?

Enroll now

[Name], now's the time to enroll in your retirement savings plan. That's because the sooner you start making contributions, the more time you have to take advantage of compound interest.

See the impact time can have on your retirement savings with a \$100 per month contribution*

Time Period	Final Balance
10 years	\$61,136
20 years	\$191,883
30 years	\$216,279

Let us help you plan for the retirement you deserve

Enroll now

Do you have questions? Call [1-855-403-4977] to speak with a Retirement Specialist -- or [schedule an appointment](#) Mon - Thurs, 9:30 a.m. - 8:00 p.m. ET, Fri, 9:30 a.m. - 6:00 p.m. ET.

PEP Two-Touch Campaign

COOK COUNTY GOVERNMENT

Risk Management | July 5, 2023

myHealth CONNECTIONS

PROTECTING HEALTH AND WELL-BEING

COOK COUNTY DEFERRED COMPENSATION PLAN

Small Increases Can Make a Difference

Increasing contributions to your Cook County Deferred Compensation Plan account can help you feel confident that what you are doing now can positively impact your long-term retirement goals.

Consider this hypothetical example of a Cook County Deferred Compensation account with a \$46,000 balance. Assuming \$100 contributions per pay, 24 pay periods a year and a 6% annual rate of return, the balance after 20 years would be \$219,304. But by increasing contributions every year by \$50 per pay, the final balance would be \$911,614.

Contribution Scenario	Final Balance
No increase	\$219,304
Auto Increase	\$911,614

It's easier to save more with Auto Increase

Our Auto Increase feature lets you increase contributions to your retirement plan account little by little each year, automatically. Simply select a date you want your increased contributions to begin, indicate the amount or the percentage of your increase, and your contributions will automatically increase each year.

To increase your contribution or set up the auto increase feature login to your account at www.CookCountyDC.com.

Questions? Please contact Nationwide at 1-855-457-0855. Visit www.CookCountyDC.com to learn more about your plan. [Schedule](#) a virtual appointment with a Retirement Specialist.

Cook County Wellness Wednesday Communications

Providing non-participating employee data has its benefits

We'll do the work

Nationwide reaches out to participants to enroll so you don't have to

No more forms

We take care of the process, letting you know when a participant enrolls and how much they have elected to contribute

Up-to-date materials

When things change, you won't have to figure out if materials for enrollment are current

Timeliness is key

Reaching a newly-hired participant is crucial to maximizing their contribution years once eligible

Everyone wins

When participants participate, it's a win for employees and employers



We take your eligible employees' data seriously

- We limit employee data to 6 fields: first name, last name, email address, plan number and hire date. Pay center number is optional
- Nationwide securely accesses and manages the data throughout the process
- We do not share email addresses with third parties or Nationwide affiliates for marketing purposes
- We only use email addresses during the 2-touch enrollment campaign unless the participant provides the same email during enrollment. If so, we'll use it for ongoing education and marketing
- Email communications are compliant, follow CAN-SPAM rules and include opt-out and privacy policy links
- Participants can unsubscribe from future marketing communications if they desire



Providing the information is simple



Provide a file of **newly-eligible participants** at your own preferred cadence. Include the following:

- First Name
- Last Name
- Email Address
- Date of Birth (not required)



Provide a file of all **non-participating employees** once or twice a year. Include the following:

- First Name
- Last Name
- Email Address
- Date of Birth (not required)

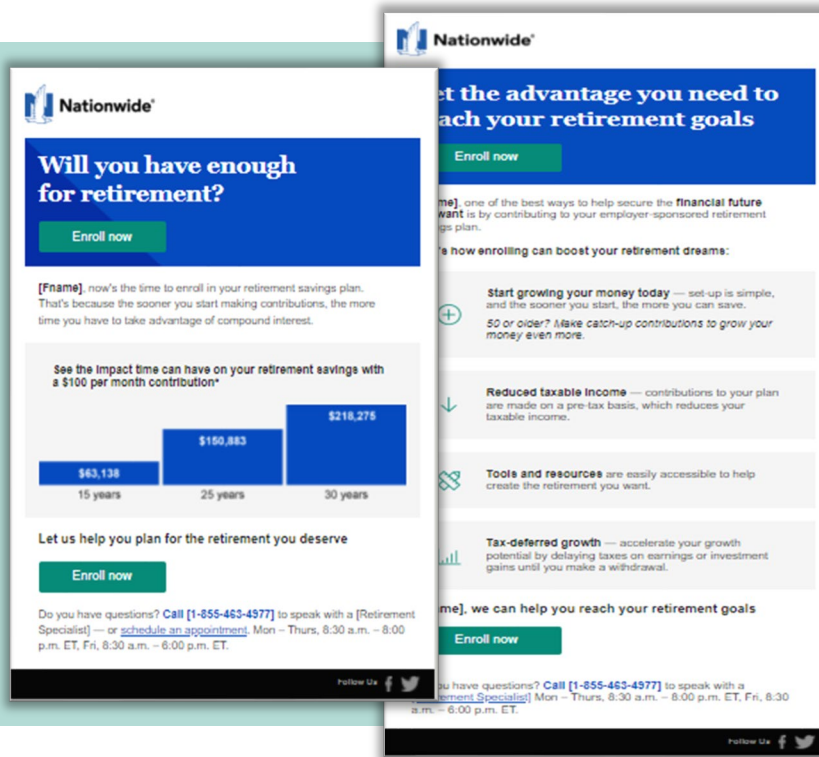


Contact your Nationwide representative to provide a list of employees or new hires who are eligible to enroll in the plan



Providing the information is simple

Once we receive the information, Nationwide will begin a 2-touch email campaign that includes two email sent 7 days apart to encourage enrollment.





Nationwide[®]
is on your side