



2020 Communication and Education Plan

Prepared exclusively for:
City of Sacramento



Helping America prepare for and live in retirement



Nationwide[®]
is on your side

Your Plan Objectives

Through education, including creative strategies and tactics outlined in the following plan, we can help you achieve and recommend objectives that will benefit your employees, such as:



Promote plan participation and awareness

Encourage your participants to increase their contributions

Help participants simplify their retirement planning

2019 Communication Grid

1st Quarter Campaigns	Direct Mail
Consolidation Flyer	All City employees 30-80
2nd Quarter Campaigns	Direct Mail
Increase Flyer & Restart Flyer (two campaigns)	All City employees contributing less than max or \$0
3rd Quarter Campaigns	Direct Mail
Account Checkup Flyer	All City participants with a balance
4th Quarter Campaigns	Direct Mail
Retirement: Stay in Plan Flyer & Workshop: What Happens to Your 457 Plan When you Retire?	All City participants age 50+ Attended by 50 participants and avg score of 4.8 out of 5

2020 Proposed Communication Grid

1 st Quarter Campaigns	Direct Mail
Enrollment Campaign & February Workshop: What Happens to Your 457 Plan When you Retire?	All non-participants Workshop scheduled at 5 locations: CDD, Solid Waste, South Corp Yard, Historic City Hall, Police/Fire HQ
2 nd Quarter Campaigns	Direct Mail
Increase Flyer	All City employees contributing less than max
3 rd Quarter Campaigns	Direct Mail
Account check-up flyer or Asset Allocation Flyer (pending market conditions)	All City employees with a balance
4 th Quarter Campaigns	Direct Mail
Retention flyer	All City employees ages 50+

Ongoing communication materials



Plan Specific Campaigns

Such As: Increase Contributions / Asset Allocation / Consolidation

Our comprehensive online experience is available to participants

401K

Other retirement assets

457/401(a)

Social Security

Pat Doe's Retirement Readiness Report Nationwide
as of 11/01/2016

The Retirement Readiness Report is used to see how prepared you are to reaching your retirement goals and living in retirement. The report includes retirement assets you or your plan provided, along with your Nationwide retirement plan assets. Based on your account and plan, the report may also include social security and pension. The potential accuracy of the information reflected here is dependent upon the accuracy of the information that you provided. Please consider how life events and other obligations may affect your retirement outlook when considering a contribution change.

Your retirement readiness could be better

You're on track to receive:		What you may actually need:	
Projected Income	Gap	Desired Income	Desired Income
Investments: \$50,000	\$288/mo	85% of current household income (\$50,000)	\$4,408/mo, \$52,896/yr
Social Security: \$1,297/mo	\$3,456/yr		
Pension: \$1,081/mo			
\$3,948/mo		\$4,938/mo	
\$47,376/yr		\$53,424/yr	
Projected Income		Desired Income	

The calculations are based on assumptions made by your plan. Launch the [My Interactive Retirement Planner](#) and edit your information to ensure you have the most up to date calculations in this report

Contributions modeled by account
457 - ENTITY OF NATIONWIDE \$100/pay Automatic Increase: 0%

Contribution amount(s) shown here reflect the hypothetical amounts you selected with My Interactive Retirement Planner. Actual contribution amount(s) may vary. To make formal changes to your contribution amount(s), go to the Contribution Information section of your online account or contact us.

Take action

Increase your contributions

A contribution increase today of \$55/ pay (a paycheck impact of \$48) may help reduce the gap.

[Update my contributions](#)

Contribute and Auto Increase

Auto-increase can adjust your yearly contribution over time to help close the gap.

[Update and Increase](#)

Get ProAccount

You can have your account managed by a qualified investment professional. ProAccount returns can average 3% higher than self-managed account returns.

[Sign up for ProAccount](#)

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- Provided annually to all participants
- True comprehensive view
- Available online
- Generates awareness and provides next step

Our unique retirement readiness experience helps your participants prepare

The image illustrates an integrated online retirement readiness experience across different devices. It consists of three main components:

- Desktop Form (Left):** A questionnaire titled "Are you ready for retirement?" with fields for Current Gross Annual Income, Years of Service with Current Employer, Current Job Category, and Desired Retirement Age. A "Submit" button is at the bottom.
- Tablet Overview (Center):** A "457 Overview" screen showing a "CURRENT TOTAL BALANCE" of \$646.33 as of 11/17/2016. It includes a "Your retirement readiness is on track" progress bar (labeled "Needs work" to "Doing well") and a comparison of "Projected income" (\$6,495/mo) vs "Desired income" (\$6,745/mo), with a "Gap" of \$251/mo.
- Desktop Account Summary (Right):** An "All Accounts" table listing various retirement accounts and their balances as of 11/30/2017.

Account Name	Balance
ENTITY OF NATIONWIDE (9191008) as of 11/30/2017	\$247. ⁰³
457 - ENTITY OF NATIONWIDE	\$134.86
ENTITY OF NATIONWIDE PEHP-9 (10918927) as of 11/30/2017	\$60. ⁹⁶
PEHP - ENTITY OF NATIONWIDE PEHP-9	\$60.96

2020

Participant
Engagement
Program



Nationwide®
is on your side



The Participant Engagement Program is always-on

Behavioral based providing personalized and targeted communications to participants throughout their retirement journey



ELIGIBLE

Enrollment Campaigns
National Retirement Security Week



NEW ENROLLEE

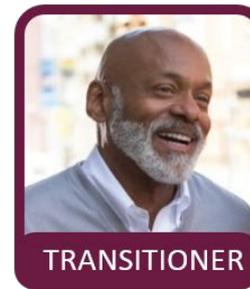
Welcome Stream:
Welcome letter, then Online activation, then roll-in, and finally ProAccount

National Retirement Security Week



SAVER

Online Tools
MyIRP / RRR Engagement, Triggered Reactivation
Retirement Readiness Discussion
Investing 101, Women in Investing, Health Care, Social Security ProAccount
Time Value of Money
Increase Contributions
Roll In Education
New IRS Limits
National Retirement Security Week



TRANSITIONER

Online Tools
MyIRP / RRR Engagement
Retirement Readiness Discussion
Women in Investing, Health Care, Social Security ProAccount
Retirement Transition Trigger
New IRS Limits
National Retirement Security Week



RETIREE

Retiree Guidance
Stay in Plan Benefits

Mediums include Direct Mail, email, social and digital targeting.



Activity within the Participant Engagement Program can be viewed in 4 subsets

Calendar	All participants will receive these messages:
January	Engage – start the year strong, tools promotion
May-June	Financial Literacy topic
October	National Retirement Security Week
December	IRS Limit changes (if applicable)

Monthly	Participants who qualify will receive these communications
Enrollment	Communication sent to list provided by Plans
Welcome stream	A series of 4 communications within the first 6 months of a participant's enrollment
Transition stream	A series of 5 communications beginning 15 months before retirement age
ProAccount	For plans newly opted in to this offering, all participants will receive information about ProAccount

Quarterly	Participants who qualify will receive these communications
DROP	Communication sent to list provided by Plans

Behavioral triggered and targeted: Participants could receive these at any time

MIRP/RRR engagement

Increase contributions

ProAccount

Roll in education

Reactivate contributions

Retiree Guidance

Our Participant Engagement Program is positively impacting retirement readiness



Conversations held: 24%



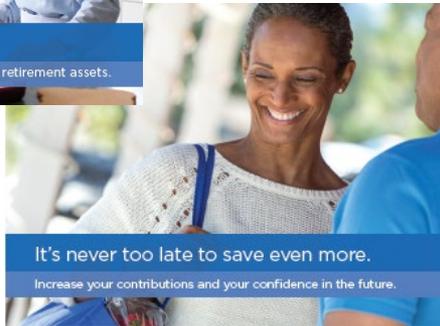
Increased contributions: 18%



Results from Jan.-Dec 2016 and include all 7600+ plans in the Program. Lift is generated by looking at Treated vs. Control groups.

Employee Experience

Delivering the right message to the right person



Eligible

New Enrollee

Saver

Transitioner

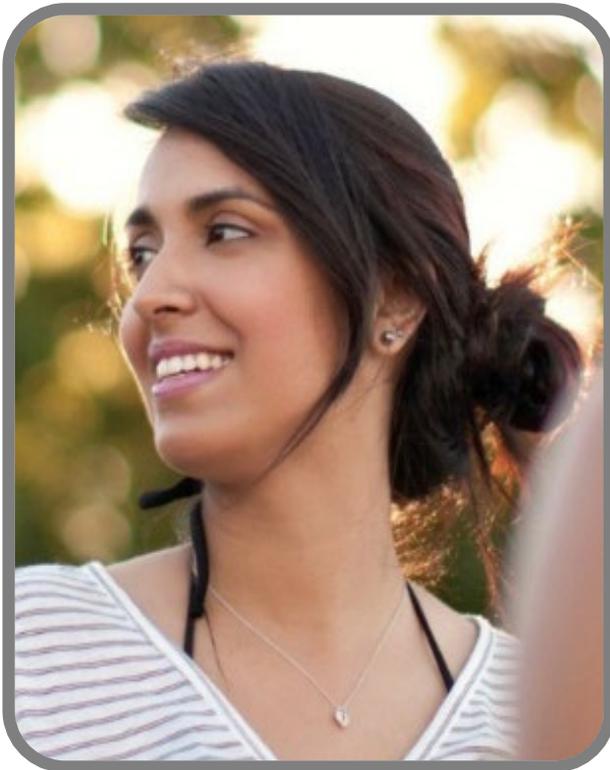
Retiree

Message Delivery



Call to Action





APPROACH

Engage new employees immediately. Educate them on the benefits of the plan and how to enroll. Once enrolled, reaffirm their decision and engage them regularly throughout the year.

KEY PARTICIPANT NEEDS

- What is a deferred compensation plan and what are the benefits to participating?
- Where can I find more information?
- How much should I contribute and how should I invest?
- Now that I've enrolled what should I do next?

Eligible / New Hire

Tactic	Objective	Timing
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New hire Enrollment letter

Drive awareness and education of the benefit

Every 2 weeks



New hire orientation presentation

Enroll new hire as quickly and easily as possible

Upon request



Plan Awareness

Build ambassadors throughout the program to help educate on the benefits of enrolling

Ongoing



Promote Plan participation and engagement

Encourage plan participation and the benefits of starting early

Ongoing



APPROACH

Build trust with this employee. Utilize ambassadors of the plan to explain the benefits of the plan. Deliver information that helps the employees understand their overall financial state and the role a 457 plan can play in their financial plan.

KEY PARTICIPANT NEEDS

- How am I doing with overall savings?
- What should my retirement savings goal be and how can I reach my goal?
- What is a deferred compensation plan and what are the benefits to participating?
- How can I enroll?

New Enrollee

Tactic	Objective	Timing
 <p>Welcome Information Communication</p>	<p>Welcome new participants to the plan and reaffirm their decision</p>	<p>Post Enrollment</p>
<p>Financial education workshops and videos</p> 	<p>Educate employees on holistic financial planning</p>	<p>As needed</p>
 <p>NRS Social Media channels</p>	<p>Drive awareness and education of the benefit</p>	<p>Online</p>
<p>Online Account Access Direct Mail</p> 	<p>Encourage new enrollees to take advantage of online tools</p>	<p>30 days after Welcome information</p>
 <p>Targeted Roll-in communication</p>	<p>Promote the benefits of consolidating assets in one place</p>	<p>30 days after online account mailer</p>



APPROACH

Deliver a holistic financial picture. Provide workshops and seminars on key topics to help them understand the actions they need to take to reach their retirement goal.

KEY PARTICIPANT NEEDS

- What should my retirement savings goal be and how can I reach my goal?
- How do I stay on track to achieve my retirement goals?
- How should my plan change given changes in my life?

Current Participant

Tactic	Objective	Timing
 <p>Retirement Readiness Reporting</p>	<p>Review their holistic retirement picture (pension, 457, social security)</p>	<p>Report available online and meetings scheduled as needed</p>
 <p>Ongoing Workshops</p>	<p>Drive overall financial education (asset allocation, market volatility, etc.)</p>	<p>As needed</p>
 <p>Local Rep Communications</p>	<p>Drive a specific action (increase, financial needs assessment)</p>	<p>As needed</p>
 <p>National Save for Retirement Week</p>	<p>A dedicated week to focus on improving retirement behaviors and planning</p>	<p>October</p>
<p>Participant Engagement Program Communications</p>	<p>Educate and motivate specific actions in a targeted manner with each participant</p>	<p>Year long. See page 25 for Calendar</p>



APPROACH

Keep these participants engaged in the plan by providing personal consultations with Nationwide Representatives. Offer retiree specific workshops to educate them on key topics they will face in retirement.

KEY PARTICIPANT NEEDS

- How should I manage my plan assets differently now that I'm retired?
- How can I plan for health care costs?
- How will my decisions regarding Social Security impact my retirement income?

Tactic	Objective	Timing
 <p>Retirement Readiness Reporting</p>	<p>Review their holistic retirement picture (pension, 457, social security)</p>	<p>Report available online and meetings scheduled as needed</p>
<p>Leveraging available tools and resources</p> 	<p>Drive understanding of expenses and income in retirement</p>	<p>Available Online</p>
 <p>Retiree focused workshops</p>	<p>Drive education on topics that will help them live in retirement</p>	<p>As needed</p>
<p>Retirement Transition</p> 	<p>Drive education on living in retirement and plan benefits</p>	<p>Feb, March, July, November</p>
 <p>Local Rep Communications</p>	<p>Drive action (asset allocation, financial needs assessment)</p>	<p>As needed</p>

Financial Education & Preparing for Retirement Workshops



BUDGETING | Know where you're going and how you're going to get there



REBALANCING | Rebalance regularly to keep your investment strategy on track



CONSOLIDATION | How to make managing multiple accounts easier



APPROACHING RETIREMENT | What should you consider as the Big day gets closer?



ASSET ALLOCATION | How do you invest your assets? What you invest, determines how you perform. An analysis of market risk and volatility.



RETIREMENT GOALS | How can you know if you're saving enough for retirement?



DOLLAR COST AVERAGING | The investment strategy that "just works."



LIVING IN RETIREMENT | Moving from planning for retirement to planning through retirement.



INCREASE CONTRIBUTIONS | How much will be enough?



RETIREMENT 101 | What's your plan?



INVESTOR PROFILE | Knowing who you are can help you make better decisions.



COLLEGE PLANNING | A study on how you might see this.





Helping City of
Sacramento
participants
prepare for and
live in
retirement



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is on your side

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