Washoe County 2022 Communication Strategy



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PLAN | INVEST | PROTECT



Looking forward to 2022



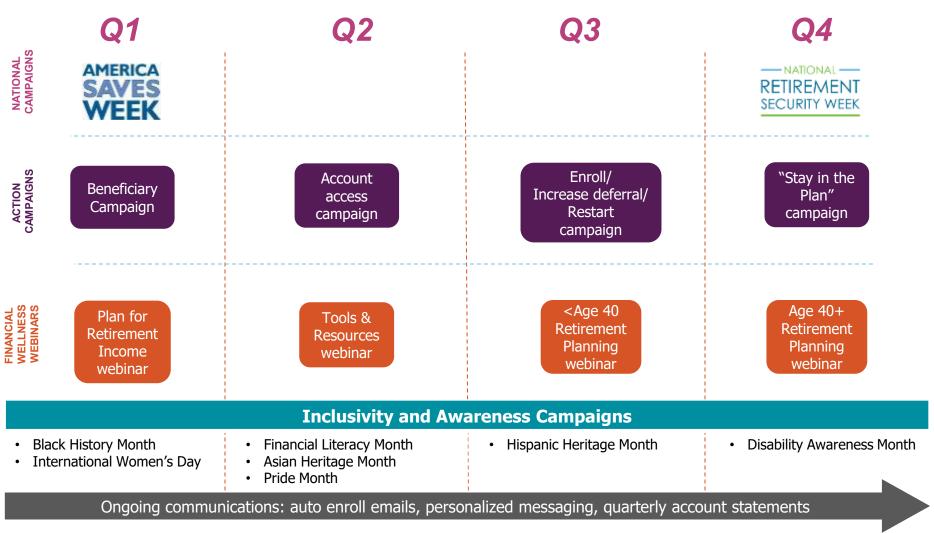
PLAN | INVEST | PROTECT

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





2022 Engagement Proposal

National Campaigns	Targeted action campaigns	Ongoing communications
• America Saves Week: Q1	• Beneficiary: Q1	Quarterly participant statements
• National Retirement Securities Month: Q4	 Account access: Q2 Enrollment / Increase deferral / Restart: Q3 "Stay in the Plan": Q4 	 Personalized messaging Fund change notices Automatic enrollment welcome email
Inclusivity and Awareness	Seminars/Workshops	Digital resources
Campaigns	Plan for Retirement Income	• Voya mobile app
 Black History Month International Women's Day Einancial Literacy Month 	Tools & Resources	• Voya Learn

- Financial Literacy Month
- Asian Heritage Month
- Pride Month
- Hispanic Heritage Month
- Disability Awareness Month

- < Age 40 Retirement Planning
- Age 40+ Retirement Planning
- Voya blog
- Custom extranet

Content snapshot



Account access Campaign (email, webinar, statement stuffer)



Enrollment / Deferral Increase / Restart Campaign (email)



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

