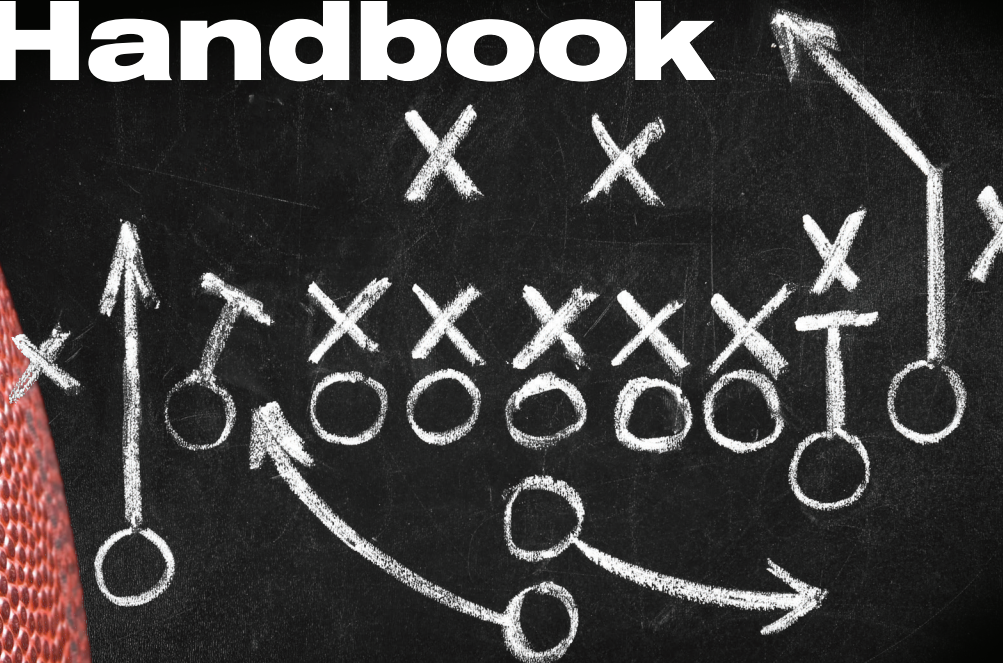




The Coach's Handbook



As a retirement plan sponsor, your job is not very different from that of a coach – to get your participants excited, engaged, educated, and ready for action! “The Retirement Game” campaign provides a 5-step game plan to help participants 1) Get in the Game, 2) Play Offense, 3) Avoid Getting Sacked, 4) Make a Comeback, and 5) Win the Game! Now it’s up to you to kick it off! Whether it’s your company’s enrollment week or a national retirement planning celebration like 401(k) Day, you can tailor the game to your players and the timeframe that works best for you.



PSCA

Plan Sponsor Council of America

Part of the American Retirement Association

Make your retirement game campaign a win!

SET THE CLOCK

The campaign is set up for a week, but you can set the clock to whatever works for your organization. For instance, you can change it to a monthly campaign and deliver weekly messages instead of daily messages. Whether a week, month, quarter, or even annual campaign, get in the game to improve long-term participant outcomes.

CELEBRATE THE GAME

It's not just about education. Make the campaign fun with events or treats for your players. You could host a "tailgate" barbecue or potluck. Or consider conducting a company "finger football" tournament and create your own trophy for the winner.

USE COMMERCIALS

Keep the campaign — and the game — top of mind with posters, reminders, decorations, or promotions during the week.

PLAN YOUR PLAYS

Short, frequent messages can be highly effective in getting your players' attention. Plan your daily messaging ahead of time, and keep communications brief and easy to read.

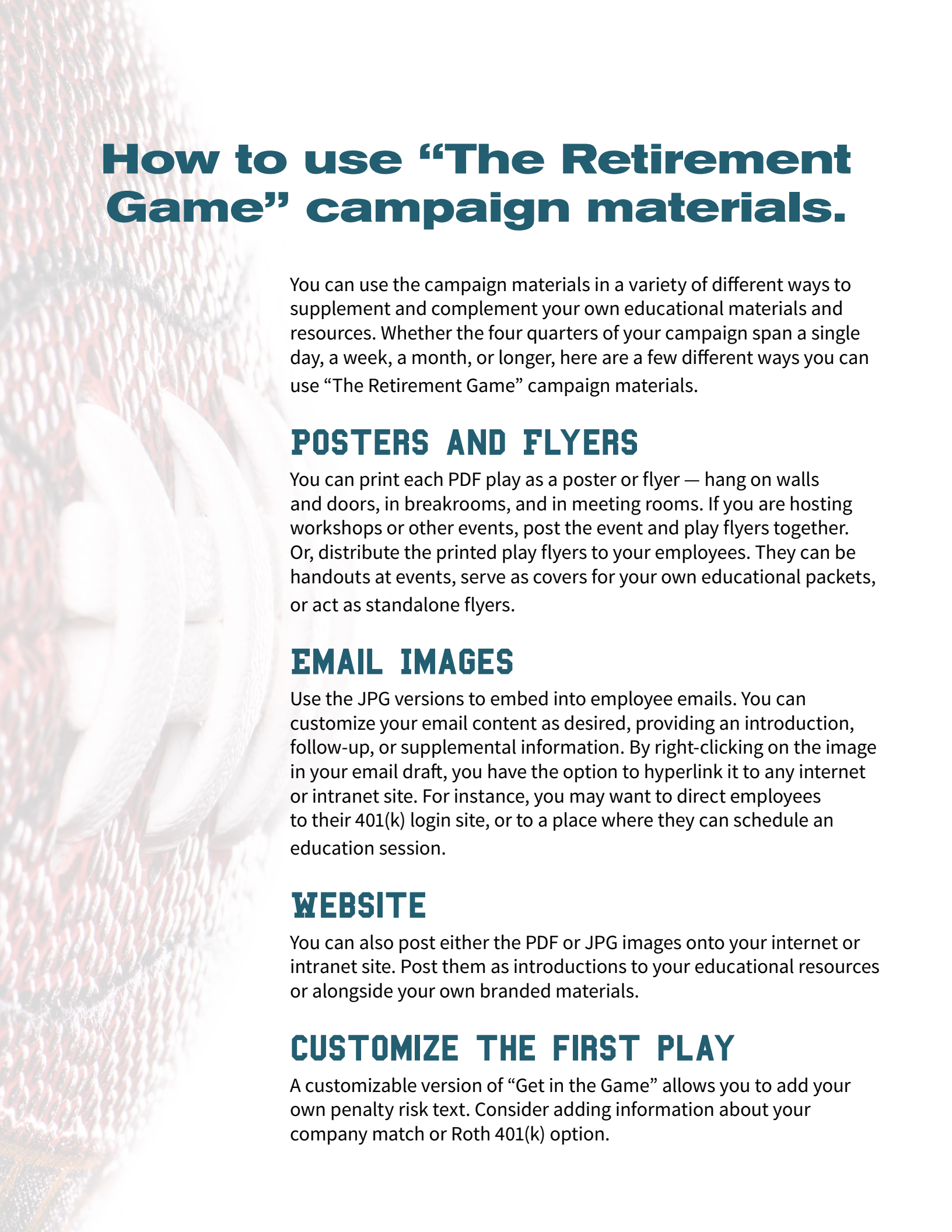
EXPAND THE FIELD

You don't have to focus solely on retirement, but can help your employees with their overall financial wellness. Provide education and information about financial planning, debt management, and estate planning.

OFFER COACHING

In-person education remains one of the most effective methods of reaching participants. Offering meetings, workshops, or one-on-one sessions during the week can make a big difference in participants' long-term outcomes.





How to use “The Retirement Game” campaign materials.

You can use the campaign materials in a variety of different ways to supplement and complement your own educational materials and resources. Whether the four quarters of your campaign span a single day, a week, a month, or longer, here are a few different ways you can use “The Retirement Game” campaign materials.

POSTERS AND FLYERS

You can print each PDF play as a poster or flyer — hang on walls and doors, in breakrooms, and in meeting rooms. If you are hosting workshops or other events, post the event and play flyers together. Or, distribute the printed play flyers to your employees. They can be handouts at events, serve as covers for your own educational packets, or act as standalone flyers.

EMAIL IMAGES

Use the JPG versions to embed into employee emails. You can customize your email content as desired, providing an introduction, follow-up, or supplemental information. By right-clicking on the image in your email draft, you have the option to hyperlink it to any internet or intranet site. For instance, you may want to direct employees to their 401(k) login site, or to a place where they can schedule an education session.

WEBSITE

You can also post either the PDF or JPG images onto your internet or intranet site. Post them as introductions to your educational resources or alongside your own branded materials.

CUSTOMIZE THE FIRST PLAY

A customizable version of “Get in the Game” allows you to add your own penalty risk text. Consider adding information about your company match or Roth 401(k) option.

The Retirement Game — football-themed games and other ideas.

Looking for fun ideas and games to make your Retirement Game campaign an exciting four quarters on the field? Following are a few suggestions to start with — the possibilities are endless.

FOOTBALL TRIVIA

Build a list of football trivia questions — you can host a team trivia game event with all employees, or sprinkle surprise trivia questions throughout your campaign and offer prizes to the winners.

Here are a few trivia resources to get you started:

<http://www.sports-trivia-nut.com/category/football-trivia-questions/>

https://www.triviaplaying.com/45_Football_1.htm

<https://www.triviaquestionss.com/football-trivia-questions-with-answers/>

FOOTBALL BINGO

Below you'll find a series of printable football bingo cards you can use to host your very own football bingo game!

<https://www.sheknows.com/living/articles/813200/super-bowl-party-game-super-bowl-bingo/>

FOOTBALL CARNIVAL GAMES

You can substitute miniature stuffed footballs for beanbags in a number of carnival games, from “cornhole” to “bucketball” to the bottle toss. Make your own miniature football-themed carnival in your employee breakroom or in a conference room.

FOOTBALL FOOD

It's possible to get very creative in making football-themed food. We've provided a few ideas you can use below, but you can also host a football food creation competition, offering prizes to employees who bring in imaginative football foods.

<https://www.buzzfeed.com/christinebyrne/cute-football-snacks-for-your-super-bowl-party>

<https://lydioutloud.com/wp-content/uploads/2015/09/ice-cream-sandwiches.jpg>

<https://www.julieseatsandtreats.com/26-football-themed-recipes/>

END-ZONE DANCE CONTEST

If your employees are outgoing, consider incorporating an end-zone dance contest. Divide employees into teams and set aside a few opportunities throughout the campaign for them to work on their routines. At the end of the campaign, each team performs their end-zone dance. You can have a panel of judges select the winner, or create individual awards for each team (such as “most creative,” “liveliest,” “craziest,” etc.)

