
Week 1: Boost Your Momentum



Step Up and Grow Your Future!

This week kicks off our "Step Up to Retirement" campaign. Take the first step by increasing your 401(k) contribution by just 1%.

Even a small change can have a powerful impact on your long-term financial future. Every percent added today builds momentum, helping you inch closer to your retirement goals, one step at a time.

How to Participate:

Commit to the 1% Challenge! Tell a colleague about your commitment and inspire others to take part.

Share your progress or motivation stories on our internal channels to help everyone move forward together.

Week 2: Balance Your Stride



Balance Your Retirement Path

Are your retirement savings on track? Make this week about reviewing and refining your 401(k) asset allocation. A well-balanced investment mix can help keep your savings growing and reduce risk over time.

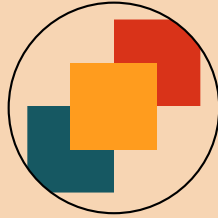
Check in with HR or use your plan's online tools to make sure your contributions reflect your goals and comfort level.

How to Participate:

Take time to assess your account. Reach out to HR or use available resources if you need guidance. Share what you learned or your favorite savings tips with co-workers to support our team's journey to retirement success.



Week 3: Build Your Endurance



Grow Consistently—Automatically!

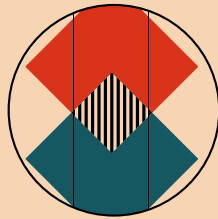
Consistency is the key to building strong retirement savings. This week, focus on setting up automatic contribution increases so your 401(k) grows on its own over time.

Automating your savings makes it easier to stick to your goals, even during busy times of the year.

How to Participate:

Schedule an automatic increase—no step is too small! Share your decision with peers and encourage them to join you. Post about how automation helps you stay on track and keep your eyes on the prize.

Week 4: Visualize the Finish Line



See Your Retirement Goals Ahead

Finish strong by visualizing your retirement destination. Use our retirement calculator to see how your current contributions and the changes you've made are helping you reach your goals.

Understanding the impact of your choices keeps you inspired and empowers better planning.

How to Participate:

Take a moment to explore your projected retirement savings and compare different scenarios. Share your insights or a favorite calculator feature on the company intranet—let's celebrate how far we've come!

Incentives & Engagement Promotion

Complete All Four Steps for Rewards!

Participate in every stage of the "Step Up to Retirement" campaign for a chance to earn

Track your progress week-by-week and share your success. Champions will be highlighted, and anyone who joins can earn a special "Retirement Champion" badge for extra recognition.

Celebration Options:

Engage with in-person or virtual activities, learn from your colleagues' stories, and extend the fun all week long. This is your moment to take charge of your financial wellness, connect with co-workers, and celebrate every victory—big or small!

