

# WOMEN'S RETIREMENT SECURITY DAY

## Conversation Guide

### Join the Conversation

Women's Retirement Security Day (WRSD) is a national awareness initiative focused on supporting women's long-term financial wellness and retirement readiness. On **Tuesday, July 14, 2026**, individuals, families, advocates, and communities are encouraged to help raise awareness, share experiences, and support conversations around retirement security for women. **Everyone can participate.**

### Why It Matters

Many women face unique challenges when preparing for retirement, including career breaks, caregiving responsibilities, and inconsistent access to retirement savings opportunities.

### What You Should Know

- Women often retire with less savings than men.
- Many women spend time out of the workforce caring for children or family members.
- Longer life expectancy can mean retirement savings need to last longer.
- Financial education and planning can help improve long-term financial security.



Women's Retirement Security Day is about awareness, education, and encouraging meaningful conversations about financial wellness and retirement readiness.

### How You Can Participate

- Share a post or video using the campaign hashtags
- Repost educational graphics or statistics
- Share your financial wellness journey or retirement goals
- Start conversations with friends, family, or coworkers
- Encourage others to learn more about retirement planning
- Support and amplify women's financial empowerment

### Please Tag

X: @usaretirement

LinkedIn and Facebook: @American Retirement Association

IG: @ara\_retirement

## Campaign Hashtags

#WomensRetirementSecurityDay #RetirementReadiness #WomenAndRetirement

## Website

<https://www.usaretirement.org/get-involved/wir/womens-retirement-security-day/>

## Ready-to-Use Social Posts

Feel free to copy, personalize, and share.

I'm supporting #WomensRetirementSecurityDay because retirement readiness and financial wellness matter for everyone.

This #WomensRetirementSecurityDay, I'm encouraging more open conversations about retirement planning, saving, and long-term financial confidence.

On July 14, join the conversation for #WomensRetirementSecurityDay and help support awareness around women's financial futures.



## Conversation Prompts

Need inspiration for a post or story? Try answering one of these questions:

- What does financial security mean to you?
- What financial advice has stayed with you over the years?
- What retirement planning tip do you wish you had learned earlier?
- Why are conversations about financial wellness important?
- What goals are you working toward financially?

## Campaign Graphics

- I Support Women's Retirement Security Day
- Retirement wellness quotes
- Educational statistics
- Countdown graphics
- Conversation starter graphics

## Contact Information

For questions, please contact [araadvocacy@usaretirement.org](mailto:araadvocacy@usaretirement.org).

*Thank you for your participation!*