



# Women and retirement initiative timeline

**Invest in you!**

Does your 401(k) investment strategy align with your goals? Are you taking full advantage of the tax benefits of your 401(k)?

**Questions?** Call 1-800-440-ADP or visit [adp.com](http://adp.com)

**Why wait, enroll today!**

**Invest in you!**

It's time to take control of your future. Start today with ADP's new 401(k) plan.

**Visualize your retirement!**

How much do you need to save for retirement? Use our new online retirement calculator to find out.

**Personalized Retirement Solutions.**

Since 2014, my 401(k) savings are on average 2x more!

**Visualize your retirement!**

It's time to check your progress.

- April 21<sup>st</sup>**
- Follow-up email: Not participating
  - Follow-up email: Less than 10% deferral rate

**June 9<sup>th</sup>**  
 Women and Retirement webinar invite email – all women with email address on file

- March 24<sup>th</sup>**
- Initial email: Not participating
    - Under 30
    - Over 30
  - Initial email: Less than 10% deferral rate
    - Under 30
    - Over 30
  - Initial postcard: Not participating
    - Under 30
    - Over 30
  - Initial postcard: Less than 10% deferral rate
    - Under 30
    - Over 30

**What are you waiting for?**

Don't lose out on the power of your 401(k). Start today with ADP's new 401(k) plan.

**Step right up!**

You're busy with your job, your family, your life – so get yourself and your savings on track. Make saving through the ADP 401(k) Plan a priority.

- May 15<sup>th</sup>**
- Email – all women with email address on file
  - Postcard – all women with no email address on file

**Invest in you!**

Take control of your future.

**You're invited!**

Join our webinar on June 9th to learn more about retirement planning.

**Week of June 27<sup>th</sup>**  
 Webinars

**Retirement planning for women**

Empowering women through financial security.

