



Ways to Get Involved with *myRA*

The U.S. Department of the Treasury thanks you for your interest in *myRA* (*my* Retirement Account), a simple, safe and affordable way for millions of workers in America to start saving for retirement. Below are examples of ways you can get involved with *myRA* and help people take a step toward a more secure retirement.

Promote *myRA*

- Distribute *myRA* materials to your employees, clients, members, affiliates and stakeholders through your existing communications channels
 - ☐ Newsletter articles and blog posts
 - ☐ Emails with *myRA* information and updates
 - ☐ Social media posts
- Spark discussion about *myRA*
 - ☐ On social media – Twitter, Facebook, LinkedIn, YouTube
 - ☐ In other media settings – news releases, official announcements, etc.
- Share information about *myRA* at conferences, exhibits and fairs
 - ☐ Distribute brochures and other printed materials
 - ☐ Show a video about *myRA*
 - ☐ Display *myRA* posters, materials, etc.
 - ☐ Forward invitations and drive traffic to webinars on *myRA*
- Link to [myRA.treasury.gov](https://myra.treasury.gov) on your website

Discuss *myRA*

- Highlight *myRA* in newsletters, events, other communications, and financial education efforts
- Attend Treasury-hosted roundtables, meetings, webinars and presentations about *myRA*
- Let others, including business and community groups, trade associations, and service providers know about *myRA* and encourage them to spread the word

Give Us Feedback

- Helps us collect testimonials about *myRA*
- Share success stories from your efforts to promote *myRA*

Get Involved

For more information on *myRA* or how to get involved as a participating employer or a *myRA* partner organization, contact us at **844-874-7590** or myra@treasury.gov.