



# Introducing **myRA** to Employees

## A Step-by-Step Guide for Employers

This guide contains helpful information to introduce employees to **myRA**<sup>SM</sup> via a face-to-face meeting, webinar, emails or telephone call to employees.

### Announcing **myRA** to Employees

A key first step is the initial introduction of **myRA**. If possible, we encourage you to communicate about **myRA** through email, face-to-face, one-on-one or with group meetings. Enclosed you'll find a variety of resources to announce **myRA**:

1. **myRA Website** – All employer resources will be available on the **myRA** website, at **myRA.treasury.gov**.
2. **Poster** – An eye-catching poster to hang in the workplace, intended to grab employees' attention.
3. **Brochure** – A double-sided brochure that can be printed or shared electronically with employees.
4. **Infographic** – A visual easy-to-understand overview of **myRA**. Can be printed or used online.
5. **Web Banner** – A banner directing people to **myRA.treasury.gov**. For use on a company intranet site or other internal communication channels.
6. **Top Questions About myRA** – Frequently asked questions about **myRA** that can be printed or emailed.
7. **Intranet Content on myRA** – Information about **myRA** that can be posted on an internal company website (intranet).
8. **Employee Email on myRA** – Email that can be used to introduce and explain **myRA** to employees.
9. **Employee Meeting Toolkit** – Resources to set up a meeting with employees about **myRA**.
  - a. **Guide for Employers** – A guide to help participating employers introduce **myRA** to their employees.
  - b. **Employee Invitations** – A series of emails to invite employees to meetings on **myRA**. As a rule of thumb, emails should be sent two weeks in advance, and then again the week of and day of the meeting to encourage attendance.

- c. **Employee Follow-up Emails** – Follow-up emails to use after meetings on *myRA* to reinforce the messages, provide additional online resources, encourage employees to open accounts, and alert them when sign-up becomes available.
- d. **Power Point Presentation** – A brief PowerPoint presentation for meetings to explain the features and benefits of *myRA* and how to sign up.
- e. **Key Fact Sheet About *myRA*** – A bulleted summary of facts about *myRA* to be used along with the PowerPoint presentation or separately as a way to answer questions about *myRA*.

## Setting up the Meeting

**Step 1:** Announce to employees/workers via email and/or in a staff meeting, that a *myRA* meeting will be held. Use the invitation email from the Employee Meeting Toolkit materials. If the announcement is being made in a one-on-one fashion, you may use the text of the email for supervisors to explain *myRA* to staff.

**Step 2:** (Recommended) Send a reminder email a week or several days in advance of the meeting, and a third reminder the day of the meeting.

**Step 3:** At the meeting, use the PowerPoint presentation and Key Facts About *myRA* to guide your presentation. Remind people that they can visit the *myRA* website any time for more information. Distribute printed brochures, if using.

**Step 4:** Send a follow-up email the day of the meeting, and send reinforcing emails prior to the meeting, providing employees with more details on how they can sign up for *myRA*.

**Step 5:** Stay engaged on a regular basis with your employees as they learn about *myRA* and begin to sign up for accounts.

We encourage you to become familiar with *myRA*. Rest assured the U.S. Treasury will offer a variety of ways for employees to get answers to more detailed questions, including user-friendly digital resources and a customer service call center.

For more information or to speak to a representative about *myRA*, visit [myRA.treasury.gov](https://myRA.treasury.gov).

To learn more about how employers and other groups or organizations can get involved with *myRA*, please contact *myRA* Outreach and Employer Support at **844-874-7590**. You can also send an e-mail to [myRAemployers@stls.frb.org](mailto:myRAemployers@stls.frb.org) to learn more.