**[The Introductory Guide for Employers is in separate document]**

1. **Invitation Emails**

**Subject Line: Coming Soon: A new retirement plan designed for you**



We know you’ve heard that it’s important to save for retirement. We also know it can be hard to get started saving. Soon you will be able to sign up for *my*RA (*my* Retirement Account), a new retirement savings account developed by the U.S. Department of the Treasury. We’re among the first in the nation to help our employees save with *my*RA.

*my*RA might be a good option to help you take more control of your future and save for your retirement. We invite you to come to a meeting to learn more about *my*RA, or visit ***my*RA.treasury.gov** to learn more today.

**Meeting Details:**

When:

Where:

Time:

Host:

*my*RA is specially designed to remove the obstacles that keep many people from saving, such as fees, minimum contributions and complexity. The investment is backed by the U.S. Treasury, and your *my*RA will not go down in value. You can choose how much to save – as little as a few dollars a month, up to $5,500 per year.\* Your contributions are made automatically each payday, so once you’re signed up, there’s nothing more you need to do.

With *my*RA, you *can* save for retirement. It’s simple, safe and affordable — no hassles, no fees and no hidden costs. This could be just what you need to take more control of your future, and we encourage you to attend the meeting to learn more.

Hope to see you there!

Sincerely,

XXXX

\*Annual and lifetime contribution limits and annual earned income limits apply, as do conditions for tax-free withdrawal of interest. Limits listed are for 2014 and may be adjusted annually for cost-of-living increases. To learn about key features of a Roth IRA and for other requirements and details, see ***my*RA.treasury.gov**.

**Subject Line: Don’t miss the upcoming *my*RA meeting**



Are you attending the meeting about *my*RA (*my* Retirement Account), the new retirement savings account developed by the U.S. Department of the Treasury? We’re among the first in the nation to help our employees save with *my*RA. This simple, safe, affordable retirement savings account can help you take more control over your future.

*my*RA has no fees, you’ll never lose the money you put into it and it costs nothing to open. Plus, you choose how much you want to save – as little as a few dollars a month, up to $5,500 per year.\* Every bit counts. We encourage you to come to this meeting and learn more about it.

**Meeting Details:**

When:

Where:

Time:

Host:

Hope to see you there!

Sincerely,

XXXX

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**Subject Line: *my*RA meeting is today**



Today is the day you can find out about *my*RA (*my* Retirement Account), the new retirement savings account developed by the U.S. Department of the Treasury. We’re helping our employees save with *my*RA.

*my*RA is designed to help you take more control of your future and get on the road to a secure retirement. It’s simple, safe and affordable.

We know there are many obstacles that keep many people from saving – fees, minimum contributions, and risk of losing money. So *my*RA is offered at no cost to you, lets you choose how much you contribute each paycheck with no minimum\*, and the investment is backed by the U.S. Treasury. Don’t miss this opportunity to learn more about *my*RA and get your questions answered.

**Meeting Details:**

When:

Where:

Time:

Host:

Join us today!

Sincerely,

XXXX

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**2. Printable Invitation**



**See Yourself Saving with *my*RA**

**Learn about a new type of retirement account from the U.S. Department of the Treasury**

If you’ve wished you could save for retirement but don't know where to start, you’ll be excited to learn about *my*RA (*my* Retirement Account)! Soon you’ll be able to sign up for a *my*RA, a new retirement savings account developed by the U.S. Department of the Treasury.

Our company has chosen to help employees start saving with *my*RA; we’re one of the first in the nation to do so. We encourage you to attend a meeting to learn more about *my*RA so you can determine if this might be just what you need to help you save for retirement.

To learn more, visit ***my*RA.treasury.gov**.

**Meeting Details:**

When:

Where:

Time:

Host:

**Who should attend?**

If you know you *should* save for retirement, but fees, minimum contributions or worries about your investment losing value have kept you from saving, this could be a great option for you. *my*RA is specially designed to remove these obstacles. The investment is backed by the U.S. Treasury, and the value of your *my*RA will not go down. You can choose how much to save – as little as a few dollars a month up to $5,500 per year.\* Your contributions automatically happen each payday, so once you’re signed up, there’s nothing to it.

With *my*RA, you *can* save for retirement. It’s simple, safe and affordable—there are no hassles, no fees and no hidden costs.

We look forward to seeing you there!

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1. **Follow Up Emails**

**Subject: Thanks for attending the *my*RA meeting. You’ve taken the first step.**



Thank you for joining the recent meeting about *my*RA, the new retirement savings account developed by the U.S. Department of the Treasury. We hope you found it helpful and inspiring – we’re excited to help you take advantage of this opportunity to take greater control over your retirement savings.

**Now what?**

Soon you will be able to sign up. If you’re interested, please go to ***my*RA.treasury.gov**. Once enrollment is available, you can open an account in a just a few simple steps.

Now is your chance to start saving for retirement in a simple, safe way – and it’s so easy to get started. It will only take a few minutes to open an account. We will then set up a direct deposit contribution to your *my*RA account from your paycheck so your contributions can be added to your *my*RA account automatically each payday. You will choose how much to save – as little as a few dollars a month up to $5,500 per year.\* It’s up to you.

**For more information, visit** ***my*RA.treasury.gov.**

Please let us know if you have any questions. We will send out reminder notices as we get closer to the online enrollment date.

Get ready to see yourself saving!

Sincerely,

XXX

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**Subject: We missed you at the *my*RA meeting – but it’s not too late**



We’re sorry you missed the meeting about *my*RA, the new retirement savings account developed by the U.S. Department of the Treasury. *my*RA is a simple, safe, affordable savings option that can help you take a step toward a more secure retirement.

If you’ve been meaning to save for retirement, but haven’t yet, now is your chance – and it’s so easy.

A few points from the meeting:

* *my*RA has no fees for setup or for maintenance
* It’s safe – your investment is backed by the U.S. Treasury
* Your *my*RA will not go down in value
* There’s no minimum amount to contribute
* The account stays with you if you change jobs

Please let us know if you have any questions. *my*RA could be a good option to help you save for retirement, and we’re here to help you take action.

**For more information, visit** ***my*RA.treasury.gov.**

**What’s next?**

If *my*RA meets your needs, you should open an account when online enrollment begins. It will only take a few minutes to open an account. We will then set up a direct deposit contribution from your paycheck to your *my*RA account so your contributions can be added to your *my*RA account automatically each payday. It’s that easy! You will choose how much to save – as little as a few dollars a month up to $5,500 per year.\* It’s up to you.

Watch for reminder notices as we get closer to the online enrollment date.

Get ready to see yourself saving!

Sincerely,

XXX

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**Subject: *my*RA sign-up begins soon**



Are you ready to open your *my*RA account? Our company is helping employees start saving with *my*RA. It could be right for you if you’ve been meaning to start saving for retirement, but haven’t yet. *my*RA is simple, safe and affordable.

Want to learn more? Visit ***my*RA.treasury.gov**.

Soon you’ll be able to open an account. We’ll update you the day accounts become available.

**You’ll need to have on hand:**

* Social Security number
* Driver’s license or state ID
* Home address
* The name, birthday and address of your beneficiary (the person you choose to inherit the account)

How much should you save? It’s totally up to you – as little as a few dollars a month up to $5,500 per year.\*

See yourself saving – take an easy step today to begin taking control of tomorrow!

Sincerely,

XXX

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**Subject: *my*RA sign-up is now available**



Today is the day you can go to ***my*RA.treasury.gov** and open your *my*RA. This is a great way to start saving for retirement and take more control of your future.

It’s easy to sign up. It will take you about 10 minutes or less to open the account. You’ll then print out a direct deposit authorization form and bring it to [me/name/department/title], so we can set up the automatic withdrawal to deposit the amount you choose to your *my*RA account from each paycheck.\*

**To sign up, go to *my*RA.treasury.gov.**

You choose the amount that works for you – $2, $20, $200. The important thing is that you’ll be on the path to retirement savings and building a savings habit that will grow over the years. Taking control, taking action – it feels good and it’s a smart thing to do.

It’s that simple. And it’s safe. *my*RA will not go down in value, and the investment is backed by the U.S. Department of the Treasury.

**It’s never too early or too late to start saving. Take this simple step today. You’ll need:**

* Social Security number
* Driver’s license or state ID
* Home address
* The name, birthday and address of your beneficiary (the person you choose to inherit the account)

Don’t wait. Take a few minutes and sign up now. Your future will thank you.

See yourself saving today!

Sincerely,

XXX

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**Subject: Reminder: Have you signed up for a *my*RA account?**



If you haven’t already done so, this is a reminder that *my*RA sign-up is now available at ***my*RA.treasury.gov**.

As you may have heard, *my*RA is a simple, safe and affordable retirement savings account developed by the U.S. Department of the Treasury. We’re helping employees start saving with *my*RA, so you can take more control of your future.

To remind yourself of *my*RA’s many benefits – including no fees and no minimum contributions – or to find answers to your questions, visit ***my*RA.treasury.gov**.

**Make sure to have the following information ready when you sign up:**

* Social Security number
* Driver’s license or state ID
* Home address
* The name, birthday and address of your beneficiary (the person you choose to inherit the account)

Go to ***my*RA.treasury.gov** and follow the steps to create an account.

You don’t want to miss this opportunity to see yourself saving!

Sincerely,

XXX

\*Annual and lifetime contribution limits and annual earned income limits apply, as do conditions for tax-free withdrawal of interest. Limits listed are for 2014 and may be adjusted annually for cost-of-living increases. To learn about key features of a Roth IRA and for other requirements and details, see ***my*RA.treasury.gov**.

**5. PowerPoint (In Separate Document)**

**6. Key Facts About *my*RA (In Separate Document)**