



# Federal Retirement Thrift Investment Board

---

## 2024 Thrift Savings Plan Education Efforts



# Contents

<b>Introduction.....</b>	<b>3</b>
<b>Communications.....</b>	<b>4</b>
Emails .....	4
Postcard Outreach .....	5
Multimedia .....	5
One-to-One Participant Communications .....	6
<b>Training for Agency/Service Representatives and Participants.....</b>	<b>7</b>
<b>Conclusion.....</b>	<b>8</b>

# Introduction

*The Board shall annually report to the Committee on Governmental Affairs of the Senate and the Committee on Government Reform in the House of Representatives on its Thrift Savings Plan education efforts on behalf of plan participants.*

*Pub. L. 108-469, §2, 118 Stat. 3891, 3892.*

In response to this requirement from the Thrift Savings Plan (TSP) Open Elections Act of 2004, the Federal Thrift Retirement Board (FRTIB) is pleased to provide this summary of the education and outreach efforts it made in 2024.

The FRTIB manages the TSP solely for the benefit of its participants and beneficiaries. We are committed to delivering compelling messaging that encourages participants to save for retirement; to educating, communicating, and interacting with participants to help them make smart choices; and to creating innovative products and programs to assist participants in achieving their goals.

In 2024, we engaged and educated participants through the TSP website [tsp.gov](https://tsp.gov); email newsletters; multimedia assets such as videos and webinars; one-to-one communications; and customized training sessions for participants, agency and service representatives, and military financial educators.



# Communications

## Emails

We use email to communicate news about the Plan and to reach and educate participants and beneficiaries.

### Emails to All Participants

In 2024, we continued emailing our electronic newsletter, the *Thrift Savings Planner*, on a quarterly schedule. We sent the newsletter in January, April, July, and October to participants with at least one email address on record and who have elected to receive emails.



In February, we sent an electronic version of the Executive Director's annual letter to approximately 5.7 million participant email addresses. We encouraged participants to think about their retirement journey, notified participants of changes affecting the TSP as a result of the SECURE 2.0 Act, and explained the transition to a new International Stock Index Investment Fund (I Fund) benchmark index, which was completed in 2024.

### Targeted Email Campaigns

We continued to use email to send targeted communication to participants.

In April 2024, we concluded an email campaign focused on engagement with messaging among TSP participants aged 50 and older. We had previously received feedback from older separated participants who wished they had received information at an earlier age about keeping their money in the TSP after separation or retirement. The purpose of the campaign was to provide 20,000 participants—split among groups based on age (50–59 and 60–69) and status (active or separated)—with the relevant information they need to make informed decisions about their TSP accounts. Results of the campaign included reported high satisfaction with the emails and higher-than-average open and click rates within the test groups.

In May 2024, we emailed around 2 million participants age 55 and older letting them know the TSP removed the 30-day waiting period between withdrawals. We removed the waiting period as part of our modernization efforts so that the TSP is more convenient for participants.

In November 2024, we emailed actively employed participants who would be turning 60, 61, 62, or 63 in 2025. We let them know that, because of SECURE 2.0 Act provision 109, they would be eligible to make catch-up contributions for an increased catch-up limit starting in January 2025.

We also focused on helping participants understand how to make the most of their agency's matching contributions. In April 2024, we began a project involving roughly 4,000 active federal employees who were contributing only 3% of their estimated salaries to their accounts. Eligible

federal employees get full matching contributions from their agencies if they contribute at least 5% of their salaries to the TSP, which became the automatic enrollment rate in October 2020. Participants received various email messages, ranging from how close they already were to contributing 5%, to describing the agency contributions as being similar to a bonus. While response varied depending on the message, nearly 20% of those who received our outreach had increased their TSP contributions after 3 months.

In June 2024, we launched a project targeting some 4,300 federal employees younger than age 35 who were contributing 3% of their estimated salaries to the TSP. In our initial effort, half of participants received an email that explained how \$1 contributed to the TSP can grow to \$10 in 35 years. After 3½ months, those who received the outreach were more than 2.5 times as likely to have increased their contributions.

Throughout the summer and fall of 2024, we launched elements of “Grow with the TSP,” an effort for early career participants that was anchored in the tremendous potential of starting to save for retirement early in one’s career. The effort included a “welcome” email to new employees that summarized 6 introductory facts about the TSP. That effort also included a series of emails that explained how the TSP fits in with other retirement benefits, the importance of avoiding early withdrawals from retirement accounts, and other topics.

## Postcard Outreach

In June 2024, we mailed a postcard to about 1.4 million participants who had not yet set up their TSP My Account login. The purpose of the postcard was to encourage them to set up their My Account login so they could access their TSP account online. As a result, more than 61,000 participants who received the postcard went on to set up a new My Account login, resulting in a 4.5% conversion rate for the mailing.

## Multimedia

In 2024, we posted seven new or updated webinars on the TSP’s YouTube channel, TSP4gov. The webinars introduce new users to the TSP and give existing participants a better understanding of how they can build and manage their TSP savings.

- **Intro to the TSP** introduces the Thrift Savings Plan to new employees and service members. It focuses on the basics of TSP account management, including different types of contributions and a brief overview of TSP investment funds.
- **TSP Contributions** further explains the components of retirement income, traditional TSP contributions, the 2024 IRS contribution limits, and the different types of TSP investment transactions.
- **TSP Distributions** explains the difference between traditional TSP and Roth accounts, taxes on installment payments, life expectancy payments, and the pros and cons of TSP life annuity payments.
- **TSP In-Service Withdrawals** explains negative cash flow and eligible rollover distributions. It also points users toward TSP online learning resources and TSP publications on [tsp.gov](https://www.tsp.gov).

- **TSP Investment Funds** provides an overview of the core TSP investment funds and a discussion on investing to meet retirement goals. It discusses individual TSP funds (G, F, C, S, and I), TSP Lifecycle (L) Funds, and other TSP fund considerations.
- **TSP Loans** provides an overview of the TSP loan program, including types of TSP loans (general purpose and primary residence), loan amounts, and the costs of a TSP loan.
- **TSP Death Benefits** provides an overview of TSP death benefits, including beneficiary designation, how to report a participant's death, and payment options for spouse and non-spouse beneficiaries.

We also posted two new videos meant to help participants calculate their TSP contributions and estimate their retirement income.

- **How To: How Much Can I Contribute Calculator** This video shows participants how the calculator can assist with maximizing contributions and ensuring participants don't miss out on Agency/Service Matching Contributions.
- **How To: Retirement Income Modeler** This video shows participants how to use this calculator inside My Account to reach their monthly income goals in retirement. The video demonstrates how various factors such as salary and contribution rate influence how much a TSP account can grow over time.

Additionally, we worked with American Forces Network (AFN) to develop a public service announcement for overseas military members younger than age 35 with the message that the sooner you invest, the more your money can earn for you due to compound interest. We also developed a public service announcement to announce the launch of the L 2070 Fund, a Lifecycle Fund aimed at employees expecting to retire around 2070. AFN reaches an audience of more than 400,000 uniformed services members and their families stationed outside the continental United States.



Photo by Sgt. 1st Class Shane Klestinski - 50th Regional Support Group, Salt Lake City, Utah, US on 02.07.2025

## One-to-One Participant Communications

Our ongoing educational and outreach efforts also included engaging participants on an individual basis. We continue to offer participants various ways to contact us with specific inquiries about their TSP account: by email, phone, or live chat sessions. Below are the totals in each category for 2024.

**Emails to  
thrifline@tsp.gov**

**79,646**

**Telephone  
calls**

**2,311,633**

**Secure live  
chat sessions**

**171,792**



# Training for Agency/Service Representatives and Participants

By law (5 U.S.C. § 8350), the Office of Personnel Management (OPM) is required to operate a training program for retirement counselors in employing agencies. This requirement ensures that employees can obtain current information and personal service in response to their retirement-related questions. Since 1987, we have worked with OPM to sustain a network of agency representatives as part of this program. We conduct regular meetings to provide benefits specialists and payroll specialists with information about changes to the Plan.



In 2024, we hosted two coordinators' webinars designed to give updates about the TSP for HR offices. In April 2024 we had 171 participants; in December 2024, 161 coordinators participated.

We provide free educational sessions to federal employees and uniformed services members using onsite and webinar sessions. In 2024 we held 419 events (68 in-person events and 351 webinars), with a total of 71,140 attendees. Participants also had unlimited access to recordings of webinars through the agency's YouTube channel TSP4gov.

We continued our collaboration with OPM, the U.S. Securities and Exchange Commission, and the Social Security Administration to conduct joint trainings for Federal Executive Boards (FEBs). These virtual trainings extend our outreach to participants who are geographically dispersed. In 2024 we held 12 FEB events attended by a total of 6,362 people.

# Conclusion

The FRTIB manages the TSP solely for the benefit of its participants and beneficiaries. The purpose of the TSP is to give federal government employees and uniformed services members, including the Ready Reserve, with a long-term retirement savings and investment plan.

To accomplish this mission, the agency continues to seek new ways to engage with participants and beneficiaries, to provide them with the information they need to make informed decisions, and to help them to save for retirement. The FRTIB and TSP are committed to continuing to communicate with and educate our participants and beneficiaries.