








1. Please enter your contact information below. (Optional)

		Response Percent	Response Count
Name:		100.0%	45
Entity/Company:		100.0%	45
Email Address:		97.8%	44
answered question			45
skipped question			12


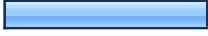

2. What is your membership type?

		Response Percent	Response Count
Government		89.5%	51
Industry		10.5%	6
answered question			57
skipped question			0







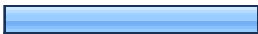


3. Did your plan/company celebrate National Save for Retirement Week this year?

		Response Percent	Response Count
Yes		86.0%	49
No		14.0%	8
answered question			57
skipped question			0

4. How many years have you celebrated National Save for Retirement Week since the first resolution was passed in 2006?

		Response Percent	Response Count
1-2		7.0%	3
3-4		30.2%	13
5-6		62.8%	27
answered question			43
skipped question			14

5. How did you celebrate National Save for Retirement Week this year? Check all that apply.

		Response Percent	Response Count
Proclamation signed by Governor/Mayor/Chair of Board of Supervisors		33.3%	14
Printed materials (flyers, brochures, banners, postcards, etc.)		69.0%	29
Special presentations		61.9%	26
E-Mail blasts		73.8%	31
Buttons, T-shirts, etc.		9.5%	4
Display tables		38.1%	16
Special events		38.1%	16
Website updates		57.1%	24
Other (please specify)		31.0%	13
		answered question	42
		skipped question	15



6. If your plan/company celebrated National Save for Retirement Week, could you share some success stories about things you did that had a positive impact? Please include any statistical information you have showing enrollments during this period, increase in contribution rate, etc.

	Response Count
	28
answered question	28
skipped question	29



7. Please enter any website links you created to promote NS4RW.

	Response Count
	13
answered question	13
skipped question	44

8. Can we contact you for additional information if needed?

		Response Percent	Response Count
Yes		85.0%	34
No		15.0%	6
	answered question		40
	skipped question		17

9. Did you use the campaign materials located on NAGDCA's website?

		Response Percent	Response Count
Yes		26.8%	11
No		73.2%	30
	If no, why not?		27
	answered question		41
	skipped question		16

10. How could we improve the campaign materials on NAGDCA's website (<http://www.nagdca.org/retirementWeek/>) to help your plan promote National Save for Retirement Week?

	Response Count
	26
answered question	26
skipped question	31

Page 2, Q2. How did you celebrate National Save for Retirement Week this year? Check all that apply.

1	e-Mercial and employee periodical	Nov 4, 2011 9:06 AM
2	Plan reps on-site	Nov 1, 2011 1:22 PM
3	Webinars	Nov 1, 2011 10:32 AM
4	Sponsored a State-wide Financial Fitness Fair - >2000 participated	Oct 31, 2011 10:18 AM
5	Group retirement sessions	Oct 28, 2011 12:04 PM
6	Gave out lunch bags with Deferred Comp logo	Oct 27, 2011 8:30 PM
7	Facebook campaign for the week	Oct 27, 2011 8:21 PM
8	Webinars	Oct 27, 2011 8:48 AM
9	Video (voice over PowerPoint)	Oct 26, 2011 5:11 PM
10	Scavenger Hunt	Oct 26, 2011 4:56 PM
11	Daily online and social media updates	Oct 26, 2011 3:00 PM
12	hot dogs and chips	Oct 26, 2011 2:51 PM
13	4 different Webinars targeted to non-participants, participants, retirees, employers	Oct 26, 2011 2:25 PM

Page 2, Q3. If your plan/company celebrated National Save for Retirement Week, could you share some success stories about things you did that had a positive impact? Please include any statistical information you have showing enrollments during this period, increase in contribution rate, etc.

1	We incorporated National Save For Retirement week into our Employee Benefits Fair and Healthcare Open Enrollment Period. Promoting the importance of retirement saving and financial planning along with wellness: Health, Happiness and Prosperity!	Nov 7, 2011 3:42 PM																								
2	Data is not yet available.	Nov 4, 2011 9:06 AM																								
3	10 enrollments	Nov 1, 2011 1:22 PM																								
4	<table border="0"> <tr> <td>NSRW Meeting Data</td> <td></td> <td># of Group Meetings</td> <td>305</td> </tr> <tr> <td># of Attendees</td> <td>11,322</td> <td># of Participant Meetings</td> <td>Acct.</td> </tr> <tr> <td>Reviews</td> <td>1,320</td> <td>New Participants</td> <td>624</td> </tr> <tr> <td>364</td> <td># of Rollins</td> <td>78</td> <td># of Managed Accts</td> </tr> <tr> <td></td> <td></td> <td></td> <td>134</td> </tr> <tr> <td></td> <td>Participant Meetings</td> <td>2,520</td> <td>Total</td> </tr> </table>	NSRW Meeting Data		# of Group Meetings	305	# of Attendees	11,322	# of Participant Meetings	Acct.	Reviews	1,320	New Participants	624	364	# of Rollins	78	# of Managed Accts				134		Participant Meetings	2,520	Total	Nov 1, 2011 10:32 AM
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			134																							
	Participant Meetings	2,520	Total																							
5	We set up display tables manned by staff in high traffic areas in the government center. Staff handed out information on 457 and pension plan, answered questions and set up appointments. We did it as a joint venture with the State's pension plan (IPERS). It went well and had good traffic.	Oct 31, 2011 10:28 AM																								
6	Still gathering data, but sponsored a Financial Fitness Fair, attended by over 2000 people. Focus on education and responsibility of preparing for retirement.	Oct 31, 2011 10:18 AM																								
7	8 enrollment, 60 participants	Oct 29, 2011 7:26 AM																								
8	We sent out 3 email blasts beginning 2 weeks prior to NS4R Week. The County also conducted a Health Fair on November 29 that our Great West Rep was at so she was able to speak to many employees passing through the fair about retirement. Our open enrollment meetings are held in this time period and again the Great West representative was a strong presence. I don't have any statistics yet, but she told me that she received a significant increase in calls about enrolling and increasing deferrals. One of the things that seemed to especially help was that the furlough was lifted for several employees and one of the fliers we sent out suggested that the "extra" money they would now be receiving and the money that was refunded to them for unused hours, could be put into deferred comp. Evidently several people decided to do that.	Oct 28, 2011 6:58 PM																								
9	We conducted a series of Financial Expo's that were very well attended and received. Nearly 10% of attendees either enrolled in the plan or initiated a contribution increase.	Oct 28, 2011 2:45 PM																								
10	Group Sessions were very successful Participation in the City's Wellness during the same week was very successful.	Oct 28, 2011 12:04 PM																								
11	We had a total of 12 sessions, 2 of which were dedicated for retirees. A total of 176 people signed in to sessions, some of which stayed for 2 or more sessions (some people didn't sign in)...The biggest turnouts were for the retiree sessions (Deferred Compensation update and Distribution options), retirement planning for Women, and Retirement readiness. There were a few requests to have more retiree sessions and women and investing session next year. From the participant's evaluations we saw a lot of positive feedback. Only	Oct 27, 2011 8:30 PM																								

Page 2, Q3. If your plan/company celebrated National Save for Retirement Week, could you share some success stories about things you did that had a positive impact? Please include any statistical information you have showing enrollments during this period, increase in contribution rate, etc.

negative/additional requests were for a larger venue by a retiree (that session was really full), chairs or seats with desks, and food...all other feedback was positive. We also had a few administrative change requests during the sessions. There were some new enrollments and increase requests. There were 2 ROTH starts, which is just being made available.

12	It's really too early to quantify results from our week's events, but we do know that we reached about 400 employees through our Financial Fitness Fair and several brown bag sessions on a variety of topics.	Oct 27, 2011 5:46 PM
13	We don't have final #s compiled, but our enroller reported that our daily e-mail blasts and free food generated the highest attendance since plan provider transition meetings.	Oct 27, 2011 3:27 PM
14	This is our third year to honor NS4RW by holding the Edmond Employee Nest Egg Expo for our 700+ employees and their spouses. Each year we are sensitive to our employees needs, and we customize it to maximize their educational experience. One success story to share would be that our organization had conducted a survey a few months before of the employees' overall perception of their job, benefits, management, work ethics, etc. The results of the survey were clear that the economic recession has directly affected the families of our employees. As a response to this information, we added a booth to the Expo specifically designed to address financial hardships, by offering consumer credit counseling services. Debt management and education had never been a part of the expo, but we realized that it is an incremental element of the financial goals of our employees. The trying economy has reduced the savings margin of our hard-working Americans, making it difficult to save enough for retirement. Effectively reducing debt can help to positively position our employees closer to their goals. While we realize the addition of one booth will not solve all financial burdens, it is a step in the right direction for our organization's culture and for the betterment of our employees. Now more than ever it is essential for organizations to maintain awareness of the needs of its most essential intangible asset: human capital.	Oct 27, 2011 11:52 AM
15	don't have stats yet as enrollments/changes are still coming in.	Oct 27, 2011 9:00 AM
16	Held three seperate webinars. One for pubic employees not currently in our plan titled; Invest in Your Future. One for current participants with 5 or more years until retirement titled; Closing the Gap. The last one was for participants nearing retirement titled; Approaching Retirement. These were publicied by email and at the lunch hour on seperate days during NSFRW.	Oct 27, 2011 8:48 AM
17	We have display tables throughout the state. This year, the defined benefit plan also set up tables with our DCP reps. We considered this "one stop shopping".	Oct 27, 2011 6:53 AM
18	We don't have this information at this time. We'll receive it at our next Committee meeting from the vendor.	Oct 26, 2011 9:58 PM
19	We now hold workshops throughout the week over the lunch hour; those were well attended. We also invited some of our investment providers. And we set up a table for those nearing retirement. I am not sure how many new enrollments	Oct 26, 2011 5:15 PM

Page 2, Q3. If your plan/company celebrated National Save for Retirement Week, could you share some success stories about things you did that had a positive impact? Please include any statistical information you have showing enrollments during this period, increase in contribution rate, etc.

	we go that day, but participation was down mostly due to economic issues in the state.	
20	We had over 100 members attend our open house and many more participated online. Data is not compiled yet.	Oct 26, 2011 5:13 PM
21	Unfortunately, it's too early for us to have data on the impact of our efforts this year.	Oct 26, 2011 5:11 PM
22	No stats yet; too soon.	Oct 26, 2011 4:56 PM
23	people were grateful for the reminder	Oct 26, 2011 4:34 PM
24	still quantifying. Nice uptick in participation last year though	Oct 26, 2011 2:51 PM
25	We will not have enrollment information until early next year; however, we did have many person participate that were not deferred compensation participants, nearly 60%. This is the highest non-participant attendance we've had in 6 years.	Oct 26, 2011 2:43 PM
26	41 employees attended a retirement workshop. From that we had several initiate their participation in the 457 deferred compensation plan.	Oct 26, 2011 2:27 PM
27	I don't have new enrollment stats back yet as a result of NS4RW, but webinar registration and attendance was high.	Oct 26, 2011 2:25 PM
28	Being a smaller Govt we do not have as many new signups but we did have a few.	Oct 26, 2011 2:12 PM

Page 2, Q4. Please enter any website links you created to promote NS4RW.

1	HR Retirement Services encourages employees to participate in National Save For Retirement Week, Oct 16-22, 2011. The event calls on employees to increase their awareness of various retirement savings opportunities and to take full advantage of their employer's retirement plans. Benefited employees have 3 retirement plans at the City of Bellevue! https://www.gwrs.com/login.do	Nov 7, 2011 3:42 PM
2	http://dhrdcap/benefits/retirementweek.html	Nov 4, 2011 9:06 AM
3	www.retirementweek.org	Nov 1, 2011 10:32 AM
4	http://web.multco.us/finance/2011-national-save-retirement-week	Oct 27, 2011 5:46 PM
5	we just added Roth semainary info @ www.wichita457.com	Oct 27, 2011 9:00 AM
6	N/A	Oct 27, 2011 8:48 AM
7	N/A	Oct 26, 2011 9:58 PM
8	http://retirement.state.wy.us/home/retirementfair.html	Oct 26, 2011 5:13 PM
9	Article: http://www.drs.wa.gov/news-announcements/membernews.htm Video: http://www.drs.wa.gov/multimedia/video/ns4rw/ns4rw.htm Calendar: http://www.drs.wa.gov/member/NSRWcalendar2011.pdf	Oct 26, 2011 5:11 PM
10	www.icmarc.org/santaclara and http://www.sccgovatwork/SCC/docs%2FESA%20%28EMPDEP%29%2Farticles%2FBenefits%2F10_2011Retirement%20Event.pdf	Oct 26, 2011 4:56 PM
11	http://www.modeferredcomp.org/About-the-Plan/Plan-Updates-Archive/2011/National-Save-for-Retirement-Week.aspx	Oct 26, 2011 3:00 PM
12	Event details are under News & Events at www.OhioDC.org and on our Ohio Deferred Compensation Facebook page under "Events"	Oct 26, 2011 2:25 PM
13	http://www.maineopers.org/Specialty_Pages/NSFRW-2011.htm	Oct 26, 2011 2:24 PM

Page 2, Q6. Did you use the campaign materials located on NAGDCA's website?

1	Leveraged Service Provider materials instead	Nov 4, 2011 9:06 AM
2	I have in the past, to me it looked the same as last year's	Nov 1, 2011 1:22 PM
3	We had made up our own already.	Oct 31, 2011 10:28 AM
4	Not needed	Oct 29, 2011 7:26 AM
5	I used a flier from last year. Would really be nice if you changed it from year to year. It's been the same for the past several years and I didn't have the time to make up something new.	Oct 28, 2011 6:58 PM
6	materials posted were the same as last year. We were looking for something new.	Oct 28, 2011 3:28 PM
7	They appeared to be basically the same as last year (stale).	Oct 28, 2011 2:45 PM
8	We developed custom materials that fit with our custom communication icons/materials.	Oct 28, 2011 11:05 AM
9	Our third party provider had campaign materials for us.	Oct 27, 2011 8:30 PM
10	Our recordkeeper had a campaign we plugged into, and we also coordinated with our DB plan on a facebook page. We just didn't have a need to use NAGDCA's materials this year. We would consider them in the future though.	Oct 27, 2011 8:21 PM
11	We used those materials in the beginning years, but we've branded our event for a more customized effect.	Oct 27, 2011 11:52 AM
12	Great West will produce materials for us	Oct 27, 2011 9:00 AM
13	Not needed this year	Oct 27, 2011 8:48 AM
14	TPA provided marketing materials that were used.	Oct 27, 2011 6:53 AM
15	Our Record Keeper provides materials for us.	Oct 26, 2011 5:15 PM
16	We had our own.	Oct 26, 2011 5:13 PM
17	We used information supplied by our Deferred Comp Carrier	Oct 26, 2011 5:06 PM
18	not sure	Oct 26, 2011 4:56 PM
19	Just wanted to add a personal touch to the materials that added some plan-specific features	Oct 26, 2011 3:00 PM
20	created our own	Oct 26, 2011 2:51 PM
21	We've been conducting the seminars under Financial Education Days in conjunction with NSRW for 6 years and want to keep the consistency.	Oct 26, 2011 2:43 PM
22	We received materials from our administrator	Oct 26, 2011 2:42 PM
23	Not enough time to explore options.	Oct 26, 2011 2:30 PM

Page 2, Q6. Did you use the campaign materials located on NAGDCA's website?

24	Or DC retirement administrator creates their own.	Oct 26, 2011 2:27 PM
25	Developed own	Oct 26, 2011 2:25 PM
26	We used our branded materials	Oct 26, 2011 2:25 PM
27	Some	Oct 26, 2011 2:24 PM

Page 3, Q1. How could we improve the campaign materials on NAGDCA's website (<http://www.nagdca.org/retirementWeek/>) to help your plan promote National Save for Retirement Week?

1	No suggestions - everything looks great.	Nov 4, 2011 9:08 AM
2	Materials are very nice!	Nov 3, 2011 1:52 PM
3	Document some success stories and maybe even have a video interview with a member who promoted NSRW.	Nov 1, 2011 10:37 AM
4	As you provide information on your site and emails, it keeps the topic in front of us, motivating us to continue to celebrate NS4RW. Thank you!	Oct 31, 2011 10:19 AM
5	not sure	Oct 29, 2011 7:27 AM
6	Something new each year. I've used the same materials 3 years.	Oct 28, 2011 6:59 PM
7	Need to update material each year. Include more facts about saving for retirement.	Oct 28, 2011 3:28 PM
8	You need to develop a message that has more urgency and "tough love" attached to it. Focus on how dire your situation will be if you don't do it, rather than how happy you will be down the road if you do. For example, the old public service ad "this is your brain on drugs", was quite successful. People are generally motivated to take action to avoid really bad outcomes.	Oct 28, 2011 3:05 PM
9	Invite agencies to download sample retirement workshop sessions.	Oct 28, 2011 12:08 PM
10	It was good for reference. It also helped when preparing the comments for the Mayor's Proclamation.	Oct 27, 2011 8:31 PM
11	sharing best practices continues to be helpful	Oct 27, 2011 9:00 AM
12	Materials are good, but didn't fit with the online activities that we designed this year.	Oct 27, 2011 8:49 AM
13	Your campaign materials were good, but my workload was to heavy to make this a priority.	Oct 26, 2011 7:05 PM
14	Materials could pack more of a punch with less verbiage. Due to our sustainability goals we do not print flyers or posters and rely mostly on website and email for communication, so the message needs to be short, sweet and eye-catching.	Oct 26, 2011 5:19 PM
15	Not sure - we like to make our materials match our plan materials so I'm not sure we would use NAGDCA's. We want brand recognition.	Oct 26, 2011 5:16 PM
16	They have been the same for a few years now.	Oct 26, 2011 5:14 PM
17	Additional graphics of the logo, tag line, etc. that we can insert as pictures into our PowerPoints and publications would be helpful.	Oct 26, 2011 5:12 PM
18	Make it permanent	Oct 26, 2011 4:35 PM
19	Nothing. We used some of the content (examples, scenarious, etc.) to help beef up our specific campaign. The posters, banners, email examples, etc. are a	Oct 26, 2011 3:01 PM

Page 3, Q1. How could we improve the campaign materials on NAGDCA's website (<http://www.nagdca.org/retirementWeek/>) to help your plan promote National Save for Retirement Week?

great idea for plans that might not have the resources to coordinate a separate campaign on their own.

20	come out earlier	Oct 26, 2011 2:51 PM
21	Helping to promote to Management as well as elected officials.	Oct 26, 2011 2:30 PM
22	No suggestions at this time.	Oct 26, 2011 2:30 PM
23	Change them up. It's the same thing every year.	Oct 26, 2011 2:27 PM
24	The materials you have are great, but Ohio DC likes to brand ours for our participants, retirees for Ohio DC and change it each year based on a theme or promotion.	Oct 26, 2011 2:26 PM
25	I don't know. We have over 70% participation rate as it is. Most people that attend our seminar are already in the Plan.	Oct 26, 2011 2:13 PM
26	Keep it fresh / change or add something new each year. I don't want to send our employees the exact same info every year, but don't have staff to make changes for this on my own.	Oct 26, 2011 2:11 PM