

Getting Started

Welcome to NAGDCA's National Retirement Security Week Campaign: Your Whole Story

Here are 6 useful guidelines to get started:

1. Check out Your Whole Story Introduction & Campaign Overview: Here, you'll learn about the campaign development process as well as the art and science of NARPP's best practices in communications. This overview will also give you helpful tips for how to execute the campaign.
2. Decide whether you will be using customized or generic campaign materials. Each of the campaign pieces can be customized with your logo and language, or downloaded as generic and ready-to-use.
3. Download your preferred version of Your Whole Story Retirement Savings Journey Map, print and distribute.
4. Download your preferred version of Your Whole Story Retirement Savings Journey Field Notes and distribute as desired. The Field Notes can be produced as a print-ready booklet or as individual cards (both physical and digital).
5. Select the social media icons and images that are appropriate to you and upload to your social media channels.
6. Explore the Accessory Designs and consider creating additional materials to help bring your NRSW campaign to life.