



The “Go Green Challenge”: Hawaii vs. Vermont

Hawaii and Vermont are two of the greenest States in the U.S. Both are environmentally conscious, ranking very high when it comes to waste reduction and environmental causes. So which state has the greener state of mind? A friendly “Go Green Challenge,” was initiated to encourage employees in Hawaii and Vermont to prove who was greener by registering their accounts online and signing up for e-delivery—thereby reducing their carbon footprint and paper consumption.

The exciting competition also served to remind employees to stay current and connected with their Plan account, and to support a healthier state of mind through their financial wellness experience at Prudential. Prudential’s financial wellness platform gives participants tools to more effectively manage their money, achieve their goals and protect against risk.

“Going Green” helps participants with:

- Staying informed and current on Plan news, announcements, and status of their account balances and investment allocations;
- Personalized financial wellness education;
- Improved account security;
- Less mail clutter; and
- Online access to e-documents (for statements, tax forms, confirmations, etc.).

Adding to the fun, employees were kept informed of the competition as the campaign progressed.

The final results of the Go Green Challenge, which ended on August 23rd, were excellent:

State of Vermont Supplemental Retirement Plans saw 365 participants register their accounts—a measure whereby participants secure their accounts by including their email address—with 424 participants electing e-delivery, amounting to an overall 3.55% increase. In addition, 277 enrolled in the plan during this time period.

Island Savings Plan (State of Hawaii Deferred Compensation Plan) participants did their part to “Go Green” with 553 participants registering their accounts and 523 participants electing e-delivery, for a 2.64% increase in participants going paperless. Meanwhile, an additional 383 employees enrolled in the plan.

While it was a close race, Vermont was declared the winner based on the percentage increase of going green. However, the beauty of this competition was that everyone came out a winner: both Plans made great strides by encouraging participants and employees to take action.

We believe that this unique dual campaign—with its creative, competitive, and engaging approach and successful results—constitutes an excellent candidate for consideration in your NAGDCA 2020 Leadership Recognition Awards program, in the Technology and Social Media category. With thanks and regards,

Sincerely,

Brian Moto
Chairperson, Board of Trustees
State of Hawaii Deferred Compensation Plan

Sincerely,

Erika Wolffing
Vermont State Treasurer’s Office
Director of Retirement

Join the Go Green Challenge



The Island Savings Plan is joining forces with the State of Vermont Retirement Plan for a friendly challenge to find out which state has the greener retirement plan!

Live smart, live greener. Every green initiative counts! Register your Island Savings Plan account online and sign up for e-delivery. This will allow you to receive transactional confirmations, account statements and quarterly newsletters faster via email notifications.

To participate:

- **Register your account online**—Go to prudential.com/islandsavings and click **Register/Login**. Then click **Register now**.
- **Confirm your email address**—Once you register, click **View Details** or **State of Hawaii Deferred Compensation Plan**. Add/verify your email address.
- **Sign up for e-delivery**—Click on the **Statements & Documents** option and change your delivery preferences to e-delivery for each option listed.

With e-delivery you can access your Island Savings Plan anytime, anywhere to change your financial plan, address daily money matters, budget more effectively, and more. You'll also get personalized financial wellness information, reduce mail clutter and worry less about misplaced documents.

Spread the word and encourage your coworkers to get in on the Go Green Challenge, too! Click [here](#) to see how the State of Hawaii is doing compared to the State of Vermont. Once you enter the upgraded website, the State of Hawaii is not responsible for and does not have oversight of the content or materials on the Prudential website.

[Log in now to register.](#)

The challenge runs through August 23, 2019.



Email

Register to take part!

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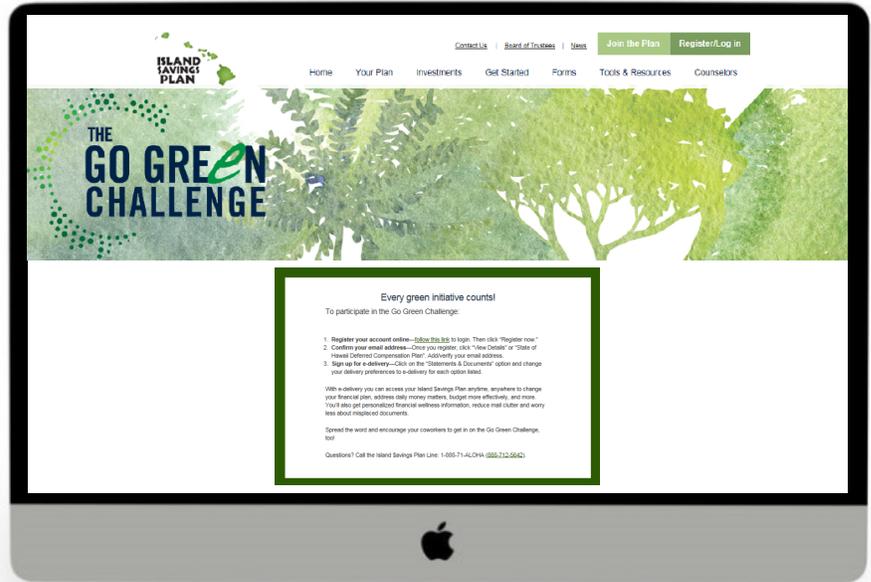


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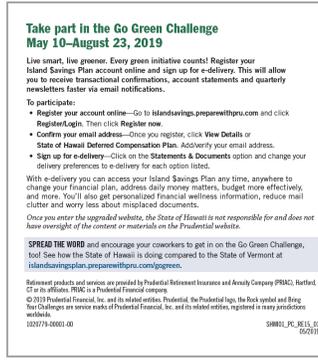
Flyer



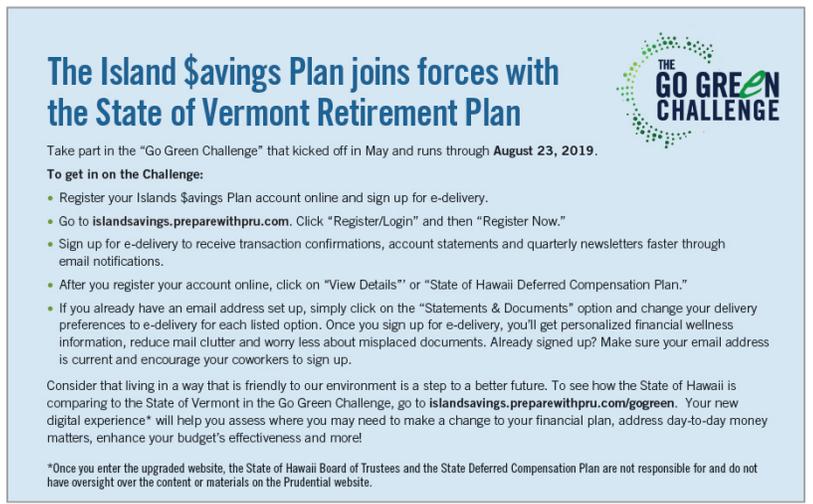
TECHNOLOGY & SOCIAL MEDIA



Website messaging



Postcard

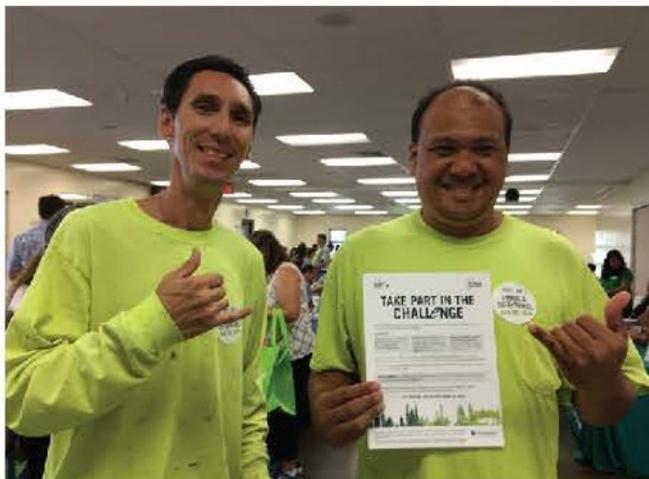


Newsletter article



TECHNOLOGY
& SOCIAL MEDIA

Hawaii Benefit Fair



Help Vermont win the Go Green Challenge. [View on the web](#) or [Log in](#)

Get in on the Go Green Challenge



We all know Vermont and Hawaii are two of the greenest states, but which state has the greener retirement plan? Get in on this friendly "Go Green" competition and help Vermont win! Here's how:

- **Register online**—if you haven't already, register your retirement account [online](#).
- **Confirm your email address is correct.** You may have an old state email address on file. To review, [log in to your account](#). Click your **Name** on the top right, then select **My Profile** and **Update**.
- **Spread the word**—Tell your coworkers the benefits you get from e-delivery including: Personalized financial wellness education, less mail clutter and fewer worries about misplaced documents.

The Go Green Challenge runs until August 23. Check the progress board online any time at [vermont.retirepru.com/gogreen](#). Let's go, Vermont!

Go Green Now!



Email



CHALLENGE ACCEPTED!

The Go Green Challenge is on! Are you doing all you can to help the State of Vermont beat the State of Hawaii and prove we have the greener retirement plan?

Let's keep the momentum going and win this! Here's how:

- **Register online**—If you haven't already, register your retirement account online at [vermont.retirepru.com](#). Click **Log in**, then **Register Now**.
- **Already registered?** Log in to confirm your email address is correct and elect e-delivery. Click on your **Name** after log in, then select **My Profile** and **Update**.
- **Spread the word**—Encourage your coworkers to sign up, too!

The Go Green Challenge runs until August 23. Get updates online any time at [vermont.retirepru.com/gogreen](#).

Questions or need assistance? Contact your dedicated retirement counselor by visiting [vermont.retirepru.com](#) and click **Personal assistance**.



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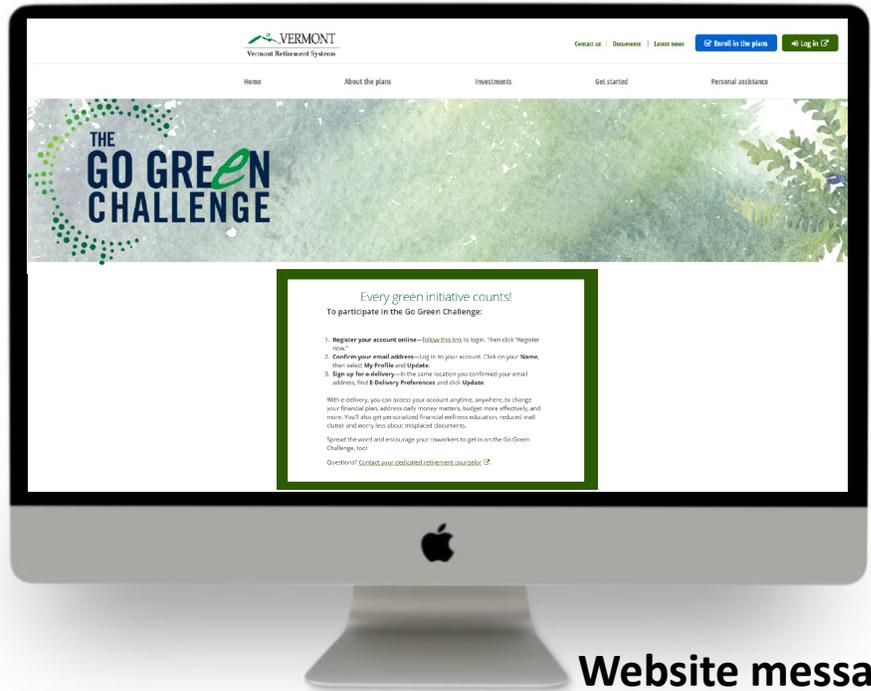
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Flyer



TECHNOLOGY & SOCIAL MEDIA



Website messaging

Hey Vermont!

Let's prove we have the greener retirement plan!



The State of Hawaii has challenged the State of Vermont to see who has the greener retirement plan. Here's how to help us win:

- If you haven't already, register your account online at [vermont.retirepru.com](#). Click **Log in**, then **Register Now**.
- **Already registered?** Confirm your email address is correct. You may have an old email address on file. Log in to your account, click your **Name** on the top right, then select **My Profile** and **Update**.
- Check the box to enroll in e-delivery. Then encourage your coworkers to do the same!

Check the progress board any time at [vermont.retirepru.com/gogreen](#)

PLANT ME! This 100% recycled handmade paper can be planted! Moisten paper, place under thin layer of soil and water well.



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Postcard

Who has the greener retirement plan? [View on the web](#) or [Log in](#)



Way to go Vermont!

Thank you for your partnership which led to the success of this campaign! You helped reduce our carbon footprint and ensured our retirement plan is as green as it can be.

If you forgot to go green, you still can by [registering your account online](#) and electing e-delivery.

Once you've registered, be sure to take advantage of the financial wellness tools and resources available to you.

Check out the final results!

Thank you for taking part in the Go Green Challenge!



Final Results Email

Vermont Go Green Rally

