



T. Rowe Price

# Participation campaign

## Case study: What difference would a year of targeted engagement make?

### The opportunity

A health care company had a low plan participation rate and a population of employees who did not understand the plan's features and benefits.

### The solution

T. Rowe Price supported the health care company by targeting employees not yet enrolled in the plan with a yearlong campaign promoting the plan's features and benefits.

- Plan benefits flyers distributed during quarterly on-site meetings.
- Quick-enrollment brochures employees could use to easily enroll by mail.
- Letter focused on the benefits of saving that included a quick-enrollment form.
- Emails that emphasized the value of compounding and included a link to enroll.

**The results**

# 98%

increase in participation, as the participation rate grew from 12.6 to 25% in one year.

The collage features several pieces of marketing collateral:

- Top Left:** A flyer titled "Retire with confidence" with the T. Rowe Price logo and the tagline "INVEST WITH CONFIDENCE". It highlights "Compounding can have a powerful effect on your savings. Put it to work for your retirement today." and includes a call to action: "Enroll in the plan today."
- Top Right:** A brochure titled "5 Smart Reasons to Save in the [redacted] employees". It lists reasons such as "There is no better time than now to start a savings strategy..." and "Here are five smart reasons you should start saving today: 1. The more you save, the more you can do... 2. The advantage of time money has to work for you..."
- Bottom Left:** A flyer titled "Lower taxable income. One more benefit of saving for the future." It explains that "SAVING THROUGH THE RETIREMENT PLAN CAN LOWER YOUR TAXABLE INCOME" and provides enrollment instructions.
- Bottom Right:** A flyer titled "IN TIME, \$100 A MONTH CAN GO A LONG WAY!". It includes a bar chart comparing savings over 1, 5, 10, 15, and 20 years, showing that \$100 a month grows to \$12,218 in 1 year, \$17,300 in 5 years, \$23,881 in 10 years, \$32,000 in 15 years, and \$41,887 in 20 years.

To learn more, contact your T. Rowe Price representative.

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