



DELAWARE RETIREMENT SAVINGS PLAN

**DEFER**

For a brighter tomorrow™

State of Delaware 457b, 401a, and 403b

# 3Q19 PROGRAM REVIEW

Sept 4<sup>th</sup>, 2019

Voya Financial



# Topics for Review

1

## **2019 Communication Strategy update**

Review communication plan year to date and results on personalized messaging

2

## **Focus on Participation**

Provide an update on enrollment activity year to date and participation by agency

3

## **Consolidation Efforts**

Discuss communication efforts and results regarding plan consolidation



# 2019 Communication Strategy Update

# 2019 Communication Strategy



# 2019 Communications

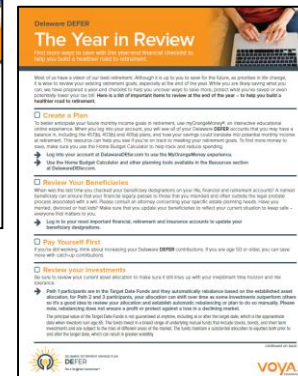
Consolidation mailing

Year in review statement insert

OST email blasts

- April
- May
- July
- August (K-12)
- September\*
- October\*
- \*TBD

NATIONAL  
RETIREMENT  
SECURITY WEEK

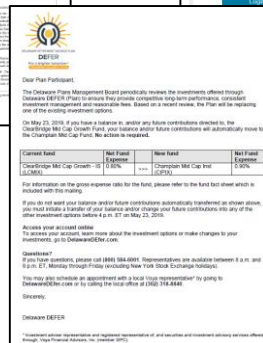
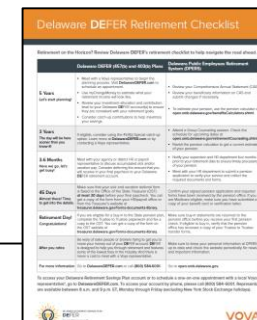
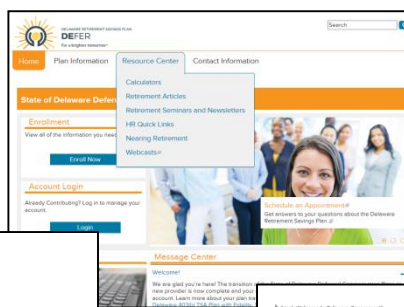
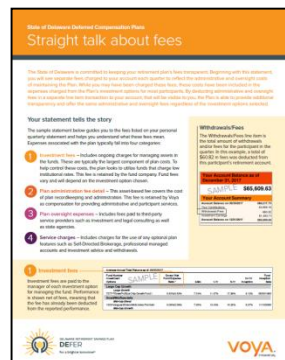


Fee statement insert

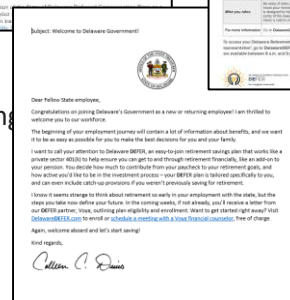
Plan Comparison flyer updates

Delawaredefer.com updates

Nearing Retirement flyer Enrollment mailing



Fund change letter



New hire letter

PLAN | INVEST | PROTECT

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# Communications Year to Date

## Personalized Messaging

We use predictive modeling to create multi-touch, automated journeys that reach participants with a targeted message that is relevant to them in the format or media that they prefer.

### ✓ Personalized Messaging

- Messages include: Save More, Beneficiary update, Diversification, Restart Savings, Financial Wellness
- Ability to report back results specific to the campaign



Right Message

Right Time

Right Media

# Communications Year to Date

## Personalized Messaging: Overview

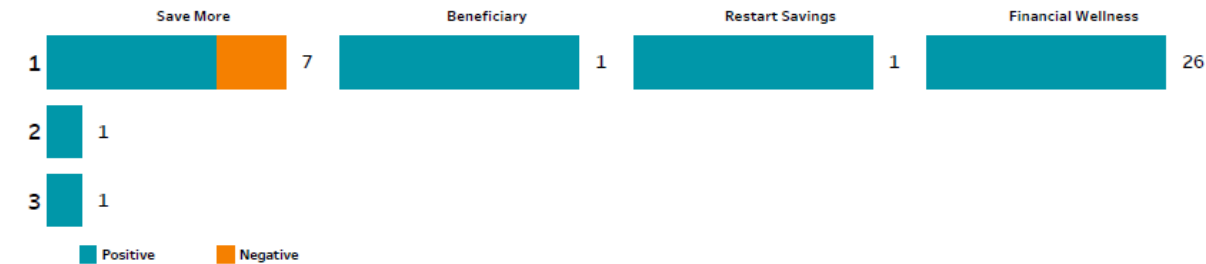


- Save More
- Beneficiary
- Diversification
- Restart Savings
- Financial Wellness

- Unique Participants Delivered
- Unique Participants Opened
- Unique Participants Clicked
- Participants Took Action After Opening

6,146	703	29	226	335	6,025
2,529 41%	341 49%	16 55%	148 65%	156 47%	2,250 37%
367 15%	50 15%	5 31%	15 10%	18 12%	292 13%
37 1%	9 3%	1 6%		1 1%	26 1%
	Save More	Beneficiary	Diversification	Restart Savings	Financial Wellness

### Action Details: Total Actions After Email Open





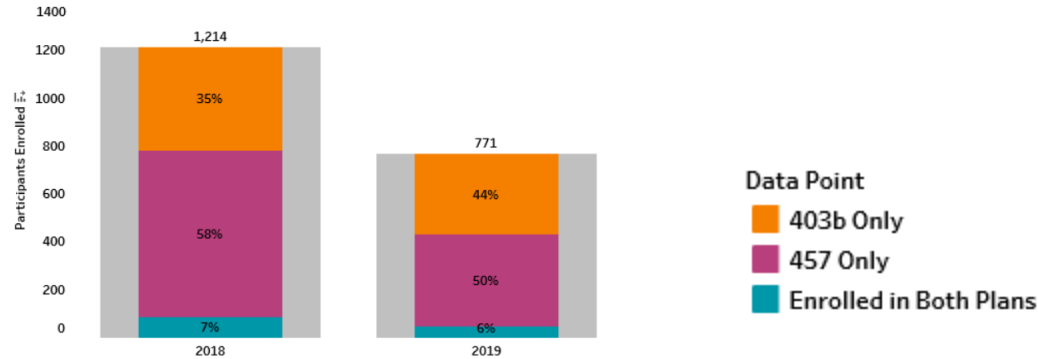
# 2

## Focus on Participation

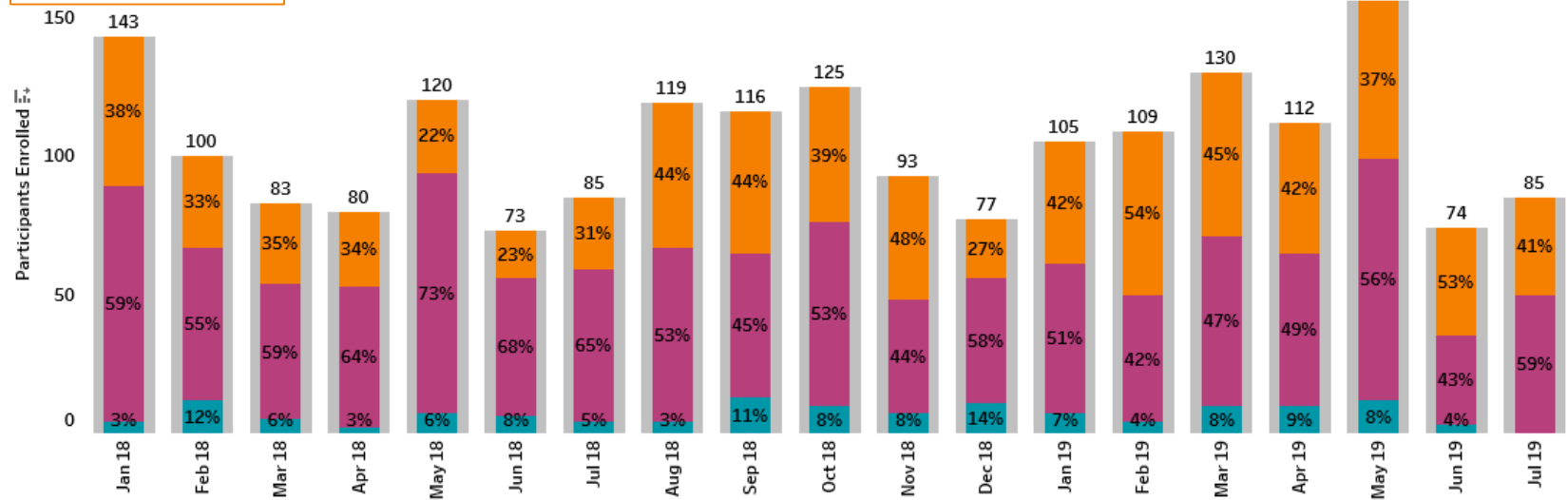


# Plan Participation – Enrollment Activity

Year over Year Enrollment Activity

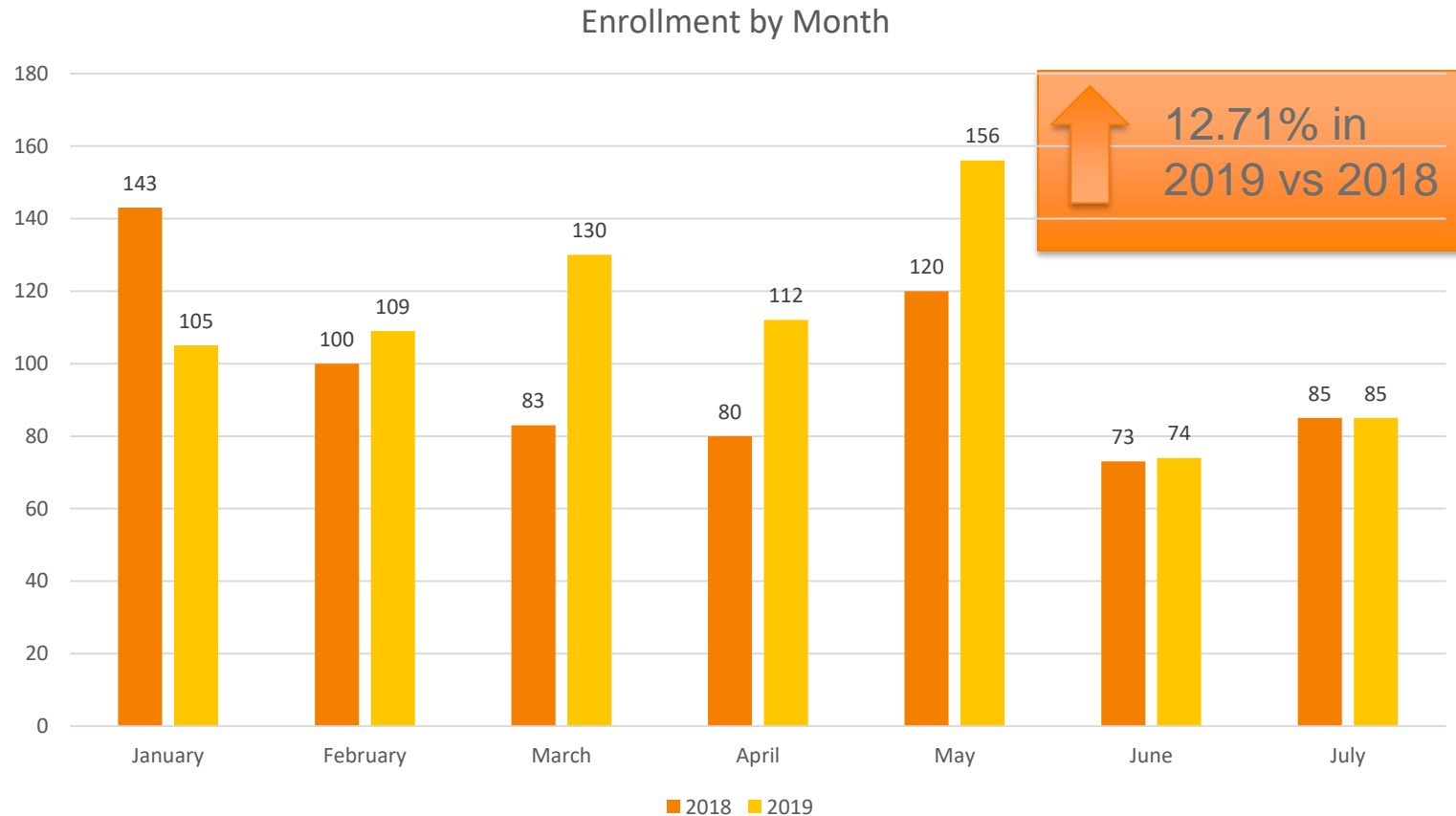


Enrollment by Month



# Plan Participation – Enrollment Activity

Enrollments YTD through the end of July are 771 compared to 684 in 2018.



# Employee Engagement – Local Advisors

- Scheduled Appointments
  - 1,104 YTD
    - 44% Increase vs. 2018 YTD
    - 37% Not in the plan
    - 10% Interested in consolidating their account
    - Location:
      - 54% ( New Castle, Dover, Wilmington, Georgetown )
      - 34% ( Schools / Agency )
      - 12% ( Virtual )
  - Significant Increase In Direct Outreach To Advisors
    - May consolidation mailer
    - Emails From OST ( 4/16, 7/30, 8/12 )
  - New Teacher Orientations August / September



# 3

## Consolidation Efforts

# Consolidation Efforts

Communication to highlight benefit to consolidation assets into plan

- ✓ Communication to highlight benefit to consolidation assets into plan
  - Easier to manage investments
  - May save on fees
- ✓ Advisor Engagement
  - 44% increase in Advisor appointments YTD
- ✓ Results compared to 2018
  - 146% increase in assets
  - 35% increase in number of consolidations

The graphic is a vertical layout representing a communication from the Delaware Retirement Savings Plan (DEFER). At the top, it features the DEFER logo with the tagline "For a brighter tomorrow™". Below this, there is a section titled "Dear State of Delaware" followed by text asking if the reader has an old 401(k) or 403(b) account. It then discusses the benefits of consolidating retirement accounts, mentioning the "MyOrangeMoney®" experience. A large image of a bridge at night is used as a background for a section titled "Do you have an old retirement account? Consolidating could make it clear." Below this, there are two columns of text. The left column discusses the benefits of consolidation, such as a clearer picture of monthly income and the ability to take advantage of the MyOrangeMoney® experience. The right column discusses the benefits of consolidation, such as the ability to save on fees by consolidating multiple accounts. At the bottom right, the VOYA FINANCIAL logo is visible.

DELAWARE RETIREMENT SAVINGS PLAN  
**DEFER**  
For a brighter tomorrow™

Dear State of Delaware

Do you have an old 401(k) or 403(b) account?

Consolidating your retirement accounts — on one investment strategy — can help you keep more of your money, meet with a calling our local office.

Please read the attached information. If you have questions, Representatives are a Stock Exchange hold.

Sincerely,  
Delaware DEFER

\*Registered Representatives of Please carefully consider differences in feature. Not FDIC insured. Not insured by Any Federal Government. Insurance products, annuities & VIACs are solely responsible for Institutional Plan Services LLC. Agreements are provided by VI distributed by Voya Financial. May not be available in all states.

By consolidating your accounts in the Delaware Retirement Savings Plan, you may get a clearer picture on how much monthly income you may have in retirement.

Take advantage of the MyOrangeMoney® experience by logging into your account at [DelawareDEFER.com](http://DelawareDEFER.com). You will likely have several sources of retirement income including your pension, Social Security and your Delaware 457(b) or 403(b) account. We've made it easy to see all your accounts in one place so you can plan for a more secure retirement.

**Asset consolidation can be a powerful financial management strategy.**

Combining all your retirement accounts into one account can make it easier to manage your overall investment strategy — when you have fewer accounts and less paperwork to keep track of, you can focus on one investment strategy to meet your savings goals.

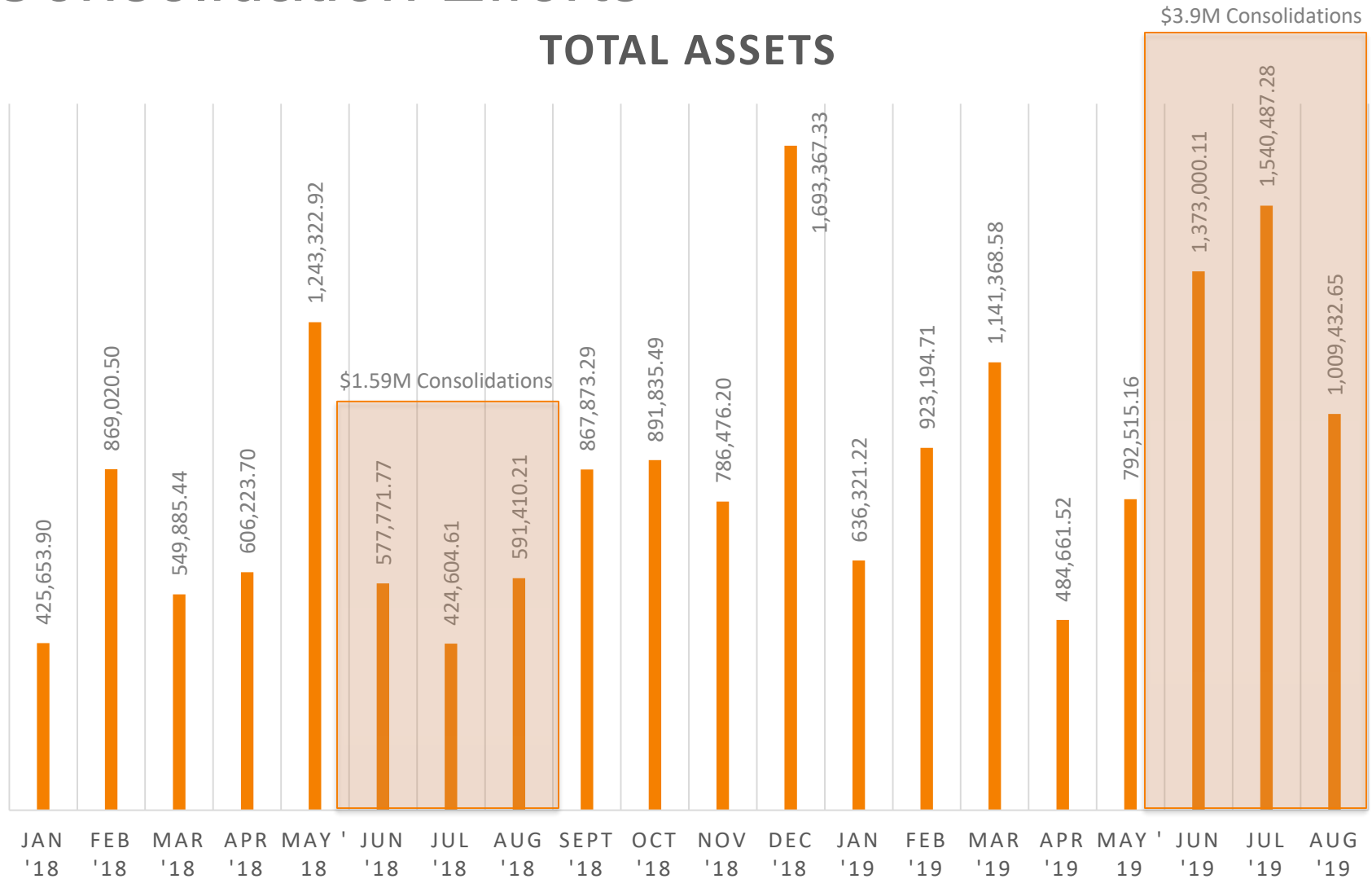
**You may be able to save on fees.**

Why pay fees on multiple accounts, many of which may have investments with higher fees than the investment choices offered in the Delaware Retirement Savings Plan? Less in fees can translate into more money in your account. To see if you can save on fees by consolidating your accounts, meet with a local representative by scheduling an appointment at [DelawareDEFER.com](http://DelawareDEFER.com).

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# Consolidation Efforts

## TOTAL ASSETS



# Consolidation Efforts

COUNT

