



DELAWARE RETIREMENT SAVINGS PLAN

DEFER

For a brighter tomorrow™

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

1Q19 PROGRAM REVIEW

June 4th, 2019

Voya Financial



Topics for Review

1

2019 Communication Strategy

An overview of our communication roadmap

2

Employee Engagement with Local Advisors

Discuss advisor engagement year to date

3

Q/A and Next Steps

Discuss feedback and next steps



2019 Communication Strategy

2019 Communication Strategy



2019 Communications

OST email blasts

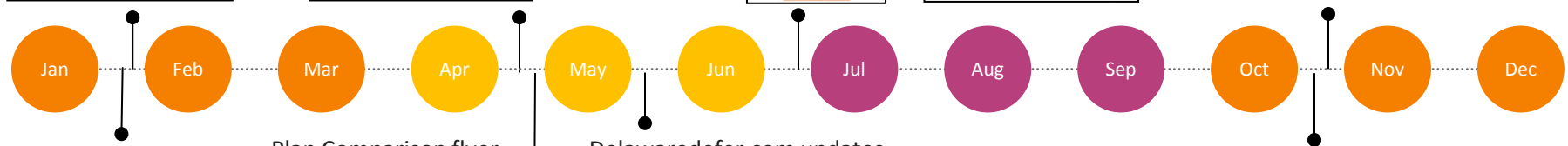
- April
- May
- July*
- September*
- October*
- *TBD

Enrollment flyer (included with eligibility notices and 1st paychecks

Market Volatility statement insert

Personalized messaging emails

Consolidation mailing

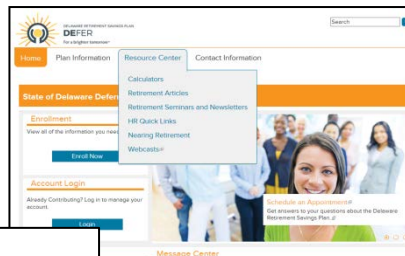
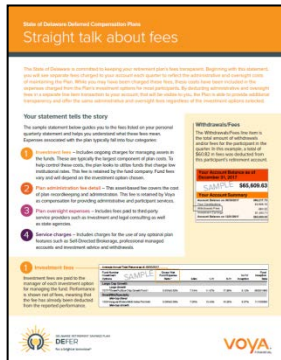


Fee statement insert

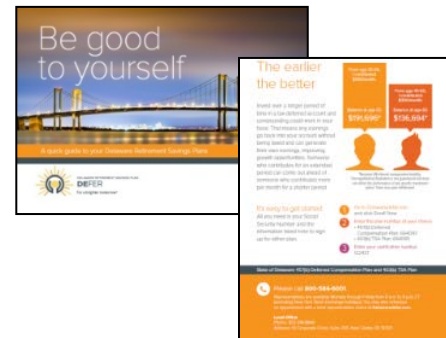
Plan Comparison flyer updates

Delawaredefer.com updates

Enrollment mailing



New hire letter



Fund change letter



PLAN | INVEST | PROTECT

VOYA FINANCIAL

Communications Year to Date

Enhanced communications to new hires to promote plan participation

- ✓ Enrollments Flyer included with Eligibility notices and first paychecks
- ✓ Letter to new employee from Treasurer educating them on the benefits from the plan

Subject: Welcome to Delaware Government!



Dear Fellow State employee,

Congratulations on joining Delaware's Government as a new or returning employee! I am thrilled to welcome you to our workforce.

The beginning of your employment is as easy as possible for you.

I want to call your attention to the private sector 401(k) to help you define your pension. You decide how active you'd like to be in it and can even include catch-up contributions.

I know it seems strange to take the steps you take now define your future. Our DEFER partner, Voya, offers a DelawareDEFER.com to enroll.

Again, welcome aboard and kind regards,

William A. S.

Delaware Retirement Savings Plan

Be good to yourself
Enroll in the Delaware Retirement Savings Plan today!

The steps you take today will affect how you spend tomorrow. On your journey to retirement do something good for yourself by planning ahead for the kind of future you envision. Enroll in the Delaware Retirement Savings Plan to save for the kind of retirement you can look forward to.



It's easy to get started

All you need is your Social Security Number and the Information listed here to sign up for the Delaware Retirement Savings Plan.

Visit DelawareDefer.com

- Click Enroll Now
- Enter the plan number (see below for more information about eligibility)
 - 457(b) Deferred Compensation Plan: 664093
 - 403(b) TSA Plan: 664095
- Enter your Verification Number: 122437
- Then click Let's go and follow the prompts.

Which Plan can you enroll in?

State of Delaware 457(b) Deferred Compensation Plan - Pension-eligible employees can participate in the 457(b) Plan, however Casual/Seasonal employees are not eligible.

State of Delaware 403(b) - Employees working in a public school, charter school, DTCC, DSU and Department of Education regardless of pension eligibility can participate in the 403(b) Plan.



✓ Fund Change

- ✓ Communication to highlight benefit to consolidation assets into plan

- ## ✓ Statement Inserts

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

Not FDIC/NCUA/NCUSIF Insured
Insured by Any Federal Government
You should consider the investment
through a retirement plan,
contain this and other information
read the information carefully

Do you have an old
into your Delaware F

Sincerely,

*Registered Representative
Please carefully compare
differences in features.
Not FDIC/NCUA/NCUSIF
Insured by Any Federal Govt.
Insurance products, annuities
VRAC is solely responsible.
Institutional Plan Services Ltd.
agreements are provided by
distributed by Varga Financial
may not be available in all

Do you

average years



DELAWARE RETIREMENT SAVINGS PLAN
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the course

investment strategy can keep your investments in line with



FINANCIAL



Communications Year to Date

✓ Messages from the Treasurer

- Promoting open enrollment and highlighting the plan as one of the key benefits
- Promotes enrolling, meeting with an advisor, consolidation, retirement tools such as myOrange Money
- Testimonials
- DE Defer Video

DEFER
DELAWARE DEFERRED RETIREMENT PLAN
A SMART CHOICE FOR YOUR FUTURE

A message from State Treasurer Colleen C. Davis

Dear Friend,
Open Enrollment is here!
This is the time of year that you think about your benefits - be sure to think about all of them! Delaware's retirement savings program, DEFER, is an important benefit we receive as state employees that can be highly customized to your specific needs. Whether you are new to state employment or retirement is in your near future, a Voya plan representative can help tailor your plan.
We will have information and representatives at all [Open Enrollment fairs](#) this month throughout the state to talk to you about how to make the most of today for a more vibrant tomorrow.
Can't join one of the enrollment fairs? No problem. [Schedule a free one-on-one appointment with a Voya plan representative.](#)

Kind regards,
Colleen C. Davis

CONSOLIDATE
Did you know that you can consolidate other retirement accounts into DEFER? If you have a 401(k) or other retirement account from a previous employer that is still active, you may be paying fees on those accounts. By bringing funds into DEFER, you can get a clearer picture of your retirement savings all in one place, and you might save some money in fees, too.
Need help consolidating? [We can help.](#)

START SAVING
• [Enroll](#) today to begin saving for a brighter tomorrow.
• [Schedule an appointment](#) with a local advisor to discuss your retirement plan or to learn more about the program.

ALREADY SAVING
• Learn more about your monthly retirement income needs with Voya's interactive [myChangeMoney](#) tool.
• Visit the ["Learning Outcomes"](#) section of the Delaware DEFER site for helpful tips.
• [Schedule an appointment](#) with a local advisor to better understand [annuity provisions](#) for participants over 50.

ENROLL

LEARN MORE
Learn more about DEFER with the short video [here](#).

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ENROLL

Testimonial:
"I am a career employee by making sure their retirement plan is on track and that they are saving advantage of consistently saving over time. Last year, I personally met with a Voya plan representative multiple times."
- Jerry Gallagher, Finance Director, Smyrna School District

Do you have a Retire Ready Testimony to share? Email us at [retireready@delaware.gov](#).

Communications Year to Date

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





2

Employee Engagement – Local Advisor

Employee Engagement – Local Advisor

■ Scheduled Appointments

- 779 YTD ↑ 280 or 56% vs. 2018 YTD
 - 1,800 YE Projected vs. 1,070 in 2018
- 36% not in the plan
- 53% - NC / OST/ Carvel / Georgetown*
 - *32% ↑ New Georgetown Location
- Local Engagement Case Study:
 - Cape Henlopen SD – On Site May 20th
 - 23 Appointments – 3:00 PM – 7:00 PM
 - 4 Enrollments / 6 Rollover Opportunities

■ Other Engagement

- 33 Group Education Sessions / 10 Benefit Fairs – DART Fest / 5 Pension Meetings
- Non-Scheduled One-on-One Engagement



3

Q/A and Next Steps