



Strategic Objectives

December 2025

DELAWARE EARNs



1 Grow Funded Accounts

Execute marketing campaign focused on saver benefits and ease of saving

Send reminders to employers that are not regularly adding new employees

Develop and pilot payroll integration solutions for hard-to-reach employment sectors (e.g., personal care attendants)

Highlight multilingual support options

Refine stakeholder outreach to target key demographic and participation gaps

2026 Goal:

2,500
new accounts



2 Grow Employer Participation

Conduct monthly contribution submission webinars for employers and payroll vendors

Send notices to complete registration and begin payroll contributions, and for missed payroll contribution dates

Work with DOL to notify new businesses and nonprofits of their EARNs obligations

Inform employers about integration enhancements that make it easier to process contributions

Monitor weekly/monthly employer contribution success rates to identify and address operational friction points

2026 Goal:

300
new employers sending payroll contributions



3 Minimize Unregistered

Comprehensively identify and exempt closed or non-qualifying businesses

Expand interagency collaboration to educate business owners on compliance

Develop communications emphasizing the simplicity of registering exemptions

Initiate a formal compliance enforcement program

Issue formal "Notice of Obligation" letters to non-compliant employers prior to initiating enforcement actions

2026 Goal:

500
reduction in unregistered employers





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About Delaware EARNs

Delaware EARNs is a retirement savings program sponsored by the Office of the State Treasurer and governed by the Plans Management Board, which is assuming all duties and functions of the Delaware EARNs Program Board as of January 1, 2026. Vestwell State Savings, LLC, is the program administrator. EARNs opened for employer registration on July 1, 2024.

Individual savers who use EARNs own and have control over their Roth IRA, as provided in the program offering. Employers who have five or more W-2 employees and do not offer a qualified retirement plan — such as a 401(k) — are required to facilitate EARNs. It is completely voluntary for employees, who can opt out at any time.

In December 2023, the Board voted to join the Partnership for a Dignified Retirement, a consortium of state-sponsored IRA programs that are collaborating to achieve economy of scale.

Mission

To close Delaware's retirement savings gap by providing small-business workers with an easy-to-access vehicle for saving when their employers do not offer one. Through targeted outreach, prudent investment oversight, and best-in-class plan management, we aim to empower everyday Delawareans with the ability to build a more secure future without compromising their near-term financial stability.

About the Plans Management Board

The Plans Management Board oversees and administers the Delaware EARNs Program under 19 Del.C. 3803.

About the Office of the State Treasurer

The Office of State Treasurer provides administrative support for the Board and works directly with Vestwell.

Fast Facts¹

Assets

\$7,390,912.17

▲ 716% YoY

Funded Accounts

8,037

▲ 111% YoY

Facilitating Employers

918

▲ 52% YoY

Total Monthly Contributions

\$683,403

▲ 52% YoY

Avg. Monthly Contribution

\$130.32

Avg. Funded Account Balance

\$919

▲ 286% YoY

¹ As of 11/17/2025