
County of Orange 1.62% 457(b) Defined Contribution Plan Participation/Restart/Save More Campaign

Objectives

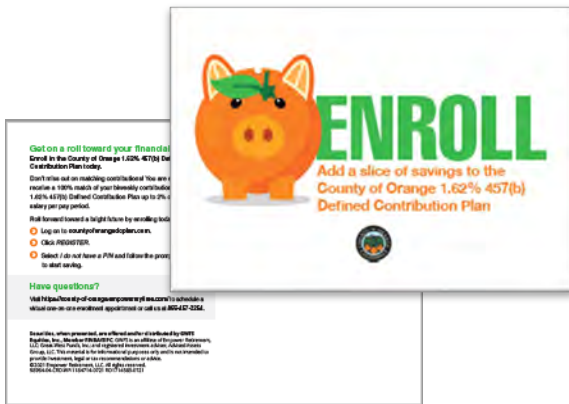
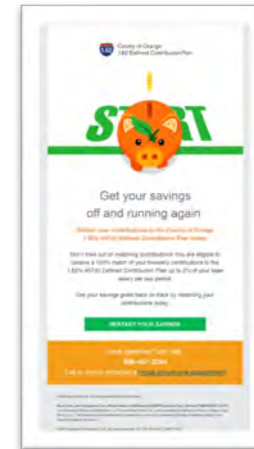
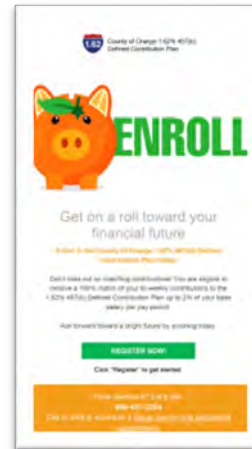
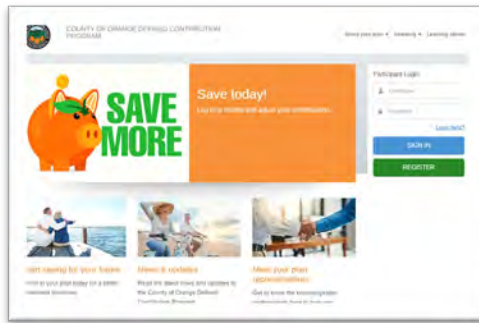
- Encourage eligible employees not participating in the 1.62% 457 Plan to **enroll**
- Encourage 1.62% 457(b) Plan participants with a balance who stopped contributing to **restart** contributions
- Encourage 1.62% 457(b) Plan participants, who are not contributing enough to get the match or those who have lowered their contributions, to **save more**



County of Orange 1.62% 457(b) Defined Contribution Plan Participation/Restart/Save More Campaign

Components

- Emails
- Mailers
- Website banner



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Results

Participation

- ✓ Email open rate: **58%** (more than 2x industry avg)
- ✓ Click rate: **14%** (almost 5x industry average)
- ✓ **228** clicks on the call to action to register
- ✓ **84** clicks on the link to schedule a 1:1 appointment
- ✓ **46** employees enrolled (**4%** response rate)

Restart

- ✓ Email open rate: **62%** (2.5x industry avg)
- ✓ Click rate: **14%** (4x industry average)
- ✓ **16** clicks on the call to action button to restart
- ✓ **10** clicks on the link to schedule a 1:1 appointment
- ✓ **9** participants re-started contributions (**7%** response rate)

Save More

- ✓ Email open rate: **58%** (more than 2x industry avg)
- ✓ Click rate: **2%**
- ✓ **4** participants saved more (**4%** response rate)



County of Orange 1.62% 457(b)
Defined Contribution Plan



ENROLL

Get on a roll toward your
financial future

**Enroll in the County of Orange 1.62% 457(b) Defined
Contribution Plan today!**

Don't miss out on matching contributions! You are eligible to receive a 100% match of your bi-weekly contributions to the 1.62% 457(b) Defined Contribution Plan up to 2% of your base salary per pay period.

Roll forward toward a bright future by enrolling today.

REGISTER NOW!

Click "Register" to get started.

Have questions? Let's talk.

866-457-2254

Call or click to schedule a [virtual one-on-one enrollment appointment.](#)

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ENROLL

Add a slice of savings to the
County of Orange 1.62% 457(b)
Defined Contribution Plan



Get on a roll toward your financial future

Enroll in the County of Orange 1.62% 457(b) Defined Contribution Plan today.

Don't miss out on matching contributions! You are eligible to receive a 100% match of your biweekly contributions to the 1.62% 457(b) Defined Contribution Plan up to 2% of your base salary per pay period.

Roll forward toward a bright future by enrolling today.

- Log on to **countyoforangedcplan.com**.
- Click *REGISTER*.
- Select *I do not have a PIN* and follow the prompts to start saving.

Have questions?

Visit <https://county-of-orange.empowermytime.com/> to schedule a virtual one-on-one enrollment appointment or call us at **866-457-2254**.



P.O. BOX 173764
DENVER, CO 80217-3764

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County of Orange
1.62 Defined Contribution Plan



Get your savings off and running again

**Restart your contributions to the County of Orange
1.62% 457(b) Defined Contribution Plan today!**

Don't miss out on matching contributions! You are eligible to receive a 100% match of your biweekly contributions to the 1.62% 457(b) Defined Contribution Plan up to 2% of your base salary per pay period.

Get your savings goals back on track by restarting your contributions today.

RESTART YOUR SAVINGS

Have questions? Let's talk.

866-457-2254

Call or click to schedule a [virtual one-on-one appointment](#)

Investing involves risk, including possible loss of principal.

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RESTART

Pick up where you left off with the
County of Orange 1.62% 457(b) Plan



Get your savings off and running again with the County of Orange 1.62% 457(b) Plan

**Restart your contributions to your County of Orange 1.62%
457(b) Defined Contribution Plan today!**

Don't miss out on matching contributions! You are eligible to receive a 100% match of your biweekly contributions to the 1.62% 457(b) Defined Contribution Plan up to 2% of your base salary per pay period.

Get your savings goals back on track by restarting your contributions today.

- Log in to your account at **countyoforangedcplan.com**.
- Click *Account*, click *County of Orange 1.62% 457 Plan*, then click *Contributions*.
- Click *Add/Edit* to get back on track with your savings goals.

Have questions?

Visit **county-of-orange.empowermytime.com** to schedule a virtual one-on-one appointment or call us at **866-457-2254**.



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County of Orange
1.62 Defined Contribution Plan



The time is ripe to grow
your savings!

**Save more in your County of Orange 1.62% 457(b) Defined
Contribution Plan today!**

Juice up your savings by increasing your contributions! Even if you're already contributing 2% of your base salary per pay period to receive the 100% match of your biweekly contributions to the County of Orange 1.62% 457(b) Defined Contribution Plan, a small increase now could pay off in retirement.

Squeeze the most out of your retirement by saving more today.

INCREASE YOUR CONTRIBUTIONS

Have questions? Let's talk.

866-457-2254

Call or click to schedule a [virtual one-on-one appointment](#).

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SAVE MORE

Juice up your savings in the County of Orange
1.62% 457(b) Defined Contribution Plan



The time is ripe to help grow your savings!

Save more in your County of Orange 1.62% 457(b) Defined Contribution Plan today.

Add a slice of savings by increasing your contributions! Even if you're already contributing 2% of your base salary per pay period to receive the 100% match of your biweekly contributions to the County of Orange 1.62% 457(b) Defined Contribution Plan, a small increase now could pay off in retirement.

Squeeze the most out of your retirement by saving more today.

- Log in to your account at countyoforangedcplan.com.
- Click *Account*, click *County of Orange 1.62% 457 Plan*, then click *Contributions*.
- Click *Add/Edit* to start saving more.

Have questions?


Visit county-of-orange.empowermytime.com to schedule a virtual one-on-one appointment or call us at **866-457-2254**.



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Countyoforangedcplan.com—Website banner



COUNTY OF ORANGE DEFINED CONTRIBUTION PROGRAM

About your plan ▾ Investing ▾ Learning center ▾




SAVE MORE

Save today!

Log in to review and adjust your contributions.


Participant Login

[Login help?](#)




Start saving for your future

Enroll in your plan today for a better retirement tomorrow.



News & updates

Read the latest news and updates to the County of Orange Defined Contribution Program.



Meet your plan representatives

Get to know the knowledgeable professionals here to help you.