

County of Los Angeles 457(b) Horizons and 401(k) Savings Plans Cost of Living Adjustment campaign

The Cost of Living Adjustment campaign encouraged participants in the County of Los Angeles 457(b) Horizons and 401(k) Savings Plans to consider saving some or all of an expected cost of living adjustment increase for their future retirement.

Empower Retirement took photographs throughout the County and utilized the sail boat images as the campaign theme. The sail boat illustration showed how a small change in contribution percentage could translate into a significant increase in retirement income through compounded growth.

Results

- With an email open rate of **38%** and a click rate of **6%**, the response to the Cost of Living Adjustment email was almost twice the industry standard for open rates and more than double the industry standard for click rates.*
- From August through October 2019, **7,163** participants across both Plans increased their contributions compared to 5,732 in 2018, which represents a **20%** year-over-year increase.

* Source: March 2018, MailChimp Email Marketing Benchmarks: <https://mailchimp.com/resources/email-marketing-benchmarks/>



COUNTY OF LOS ANGELES
Always LA
Looking Ahead
457(b) Horizons & 401(k) Savings Plans

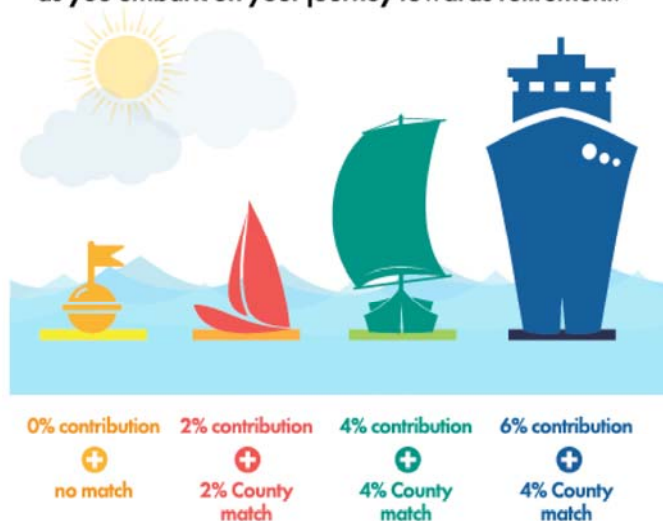
Want this?

Don't let this ship pass you by!
Take advantage of your cost of living adjustment and save more today!

Start here!

As an employee of the County of Los Angeles, you may have already received or will soon benefit from a cost of living adjustment. Consider saving a little more to your 457(b) Horizons and/or 401(k) Savings Plans.

**A small contribution increase can help put
a little extra wind in your sails
as you embark on your journey towards retirement.**



For more information or to increase your contribution now:

Log on to your account at www.countyla.com or call the County of Los Angeles Service Center at (800) 947-0845 to speak with a client service representative.

Increase my contribution 

Or call (800) 947-0845



COUNTY OF LOS ANGELES
Deferred Compensation and Thrift Plan & 401(k) Savings Plan



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457(b) Horizons & 401(k) Savings Plans

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0% contribution	2% contribution	4% contribution	6% contribution
+	+	+	+
no match	2% County match	4% County match	4% County match

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Web banner on www.countyla.com



County of Los Angeles
Defined Contribution Plans

YOUR RETIREMENT PLANS SIMPLIFIED

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Want this?

Don't let this ship pass you by!
Increase your contributions and
save more today! ➔

Participant Login


👤 Username

🔒 Password

[Login help?](#)


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REGISTER




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1-800-947-0845

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