

Suggestions for Marketing to Workers and for Employee Incentives

- Time “on the clock” to attend investor education classes provided by the company
- Lunch provided by the company for class participants
- Door prizes (savings bond or other investment related prize) – If teaching as a multi-session program, make only those who attend all sessions eligible.
- Free financial counseling/planning (May be offered by vender of company’s 401(k) or retirement plan
- Financial mentors onsite
- Onsite investor clubs
- Company learning library with financial and investment education books and videos
- Posters for bulletin boards
- Table tent information for common areas and lunch rooms
- Video spots for worksite closed circuit TV
- Information pieces for enclosure with paycheck reports