**Retirement Savings Campaign**

**Sample Short-Form Promotional Language**

*Below, please find examples of language you can use to promote the new campaign and digital resource in short-form content (e.g. in a newsletter, or in a website blurb/sidebar.]*

**Option 1**

Americans are savvy shoppers and savers – but we aren’t putting our money smarts to use when it comes to saving for retirement. A new “Saving for Retirement” campaign from AARP and the Ad Council is setting out to change that. The PSAs celebrate the financial successes that many of us have already aced – from [home ownership](https://youtu.be/pm82Mp3uGas), [to vacation planning](https://youtu.be/KuVdvQLkkNU), [to financing a child’s education](https://youtu.be/mMHekfDTJTI) – and encourage everyone to apply that same financial know-how to get on track with their retirement savings.

AARP and the Ad Council are also unveiling a new interactive digital resource designed to break down retirement saving into simple, actionable steps. To get your own personalized retirement action plan, visit [AceYourRetirement.org](http://www.AceYourRetirement.org).

**Option 2**

Are you getting the most out of your retirement savings? Many Americans aren’t taking full advantage of the options available to them, like participating in employer-sponsored savings plans, or maximizing their employer match.

AARP and the Ad Council are unveiling a new interactive resource to help people take control of their financial futures, with the help of a digital “retirement coach.” To get your own personalized retirement action plan, visit [AceYourRetirement.org](http://www.AceYourRetirement.org).

**Option 3**

AARP and the Ad Council are unveiling a new interactive resource to help people take control of their financial futures. To get your own personalized retirement action plan, visit [AceYourRetirement.org](http://www.AceYourRetirement.org).