**Retirement Savings Campaign**

**Blog Post Template**

Research shows that approximately two in five households headed by people age 55-64 – over 9 million households – have no retirement assets saved at all.\*

What’s surprising about this statistic is that many Americans demonstrate financial savvy in many other areas of their lives. We’re coupon-clippers, comparison-shoppers, and bargain-hunters. We save up for big financial goals and learn what we need to do to make them possible—like navigating financial aid, or applying for a mortgage loan.

We just aren’t using our money smarts when it comes to saving for retirement.

AARP and the Ad Council have teamed up to launch a new PSA campaign to help change that. The new PSAs celebrate the financial successes that many of us have already aced—from [home ownership](https://youtu.be/pm82Mp3uGas) [to financing a child’s education](https://youtu.be/mMHekfDTJTI)—and urge everyone to apply that same financial know-how to get on track with their retirement savings.

**[recommended: embed a PSA video with YouTube link:** <https://www.youtube.com/watch?v=pm82Mp3uGas&feature=youtu.be> **]**

So what can you do today to make sure you’re getting the most out of your retirement savings? Here are a few tips to get you started:

**[embed infographic: “a more financially secure future is possible.” Alternatively, paste the tips in as the text below]**

* Autosave for retirement
  + Annually increase your contributions to retirement savings, even by 1%
  + Contribute enough to your employer-sponsored retirement plan to maximize company match
* Put your retirement first
  + Have a conversation with your family about changing priorities
  + Make a timeline for your children’s financial independence
* Earn money during retirement:
  + Make a list of hobbies and skills that could be a source of income
  + Look into seasonal retail work

To break down retirement saving into easy, actionable steps like these, AARP and the Ad Council are also launching a new digital interactive resource at [AceYourRetirement.org](http://www.AceYourRetirement.org). In just 3 minutes, you can chat with a “digital retirement coach” and receive the top three action steps you can take to get on track for retirement. To get your own personalized retirement action plan, visit [AceYourRetirement.org](http://www.AceYourRetirement.org).

\*Source: NIRS analysis of 2013 Survey of Consumer Finance; http://www.nirsonline.org/storage/nirs/documents/RSC%202015/final\_rsc\_2015.pdf