

Retirement Savings Campaign

Sample Short-Form Promotional Language

Below, please find examples of language you can use to promote the new campaign creative and digital resources in short-form content, such as newsletters or website blurbs/sidebars).

Option 1

57% of Black households in the U.S. do not have any retirement savings. Black women should feel empowered and prepared as they approach saving for retirement.

With the help of the free resources available at [AceYourRetirement.org/ Shero](https://www.aceyourretirement.org/Shero), Black women can get tips to help boost their retirement savings today.

Option 2

The U.S. is facing a growing retirement savings crisis amplified by factors such as drastic reductions in pension plans, uncertainty around social security, increased healthcare costs, and the shift of savings to shorter-term needs.

Black women are disproportionately affected by this crisis. Significant wage gaps due to racial biases and gender disparities have lowered their income earning potential, and 57% of Black households in the U.S. have no retirement savings.

Black women are at the center of their family's economy. They take care of themselves, their families and their communities. They are Sheroes in their everyday lives, and they deserve to be happy and feel prepared in their retirement. Now, with the help of this free resource, she can get free tips to boost her retirement savings today. Visit [AceYourRetirement.org/Shero](https://www.aceyourretirement.org/Shero).

Option 3

Black women are Sheroes. They take care over themselves, their families and their communities. Now it's time for them to take care of themselves like they care for others. Sheroes. With the help of the free resources at [AceYourRetirement.org/Shero](https://www.aceyourretirement.org/Shero), they can get free tips to help boost their retirement savings today..