**“Tribute to Our Sheroes” Talking Points**

 **Tell me a bit about the campaign.**

* The “Tribute to Our Sheroes” campaign is an extension of AARP and the Ad Council’s “Saving for Retirement” public service campaign, which launched in 2017, with a focus on helping diverse audiences feel confident and prepared as they reach retirement age.
* Created by marketing and communications firm JOY Collective, the goal of “Tribute to Our Sheroes” is to help Black women feel empowered and prepared as they approach saving for retirement. The campaign promotes the online resources made available at AceYourRetirement.org, that includes free, personalized retirement savings tips
* Black women take care of themselves, their families and their communities. They deserve to be happy and feel prepared in their retirement. This campaign celebrates the work they do and highlights how the resources found on AceYourRetirement.org can help Black women boost their retirement savings.
* Black women are thinking constructively about their futures, but don’t always know trusted resources or tools to leverage.

**What makes this campaign so special?**

* This campaign was crafted by Black women who have a personal connection with the issue.

**Why is it important to target African American / Black women?**

* Women of color tend to prioritize their families and loved ones before their own needs.
* Building off of research data and cultural insights, we realized this was a market we wanted to speak to uniquely in our campaign. It was important to us that Black women see themselves in our ads so they take full advantage of the available resources at AceYourRetirement.org.
* A few supporting stats:
	+ African American women face both racial and gender discrimination in the labor market. Despite having higher labor force participation rates than white women, African American women face substantially greater unemployment levels and part-time employment when they want full-time jobs. (Urban.org)
	+ Compared with white men and women, African American women have higher unemployment rates and lower wages at every education level and occupation. (Urban.org)
		- Black women typically have to work an additional seven to eight months to earn what white male peers make in one year (EqualPayToday.org)
		- Fifty-seven percent of Black households have no retirement savings, compared to 44 percent of the general population. Among those with retirement savings, the average for black households is $23,000, vs. $154,000 for white households (Prudential Financial)
		- Only 35 percent of African-Americans believe they are doing a good job of preparing for retirement (MassMutual)
		- 33 percent of African-Americans have less than one month of funds saved for a crisis (MassMutual)
		- Less than 25 percent have amassed more than six months of emergency savings. (MassMutual)

**Where should I go if I want more information?**

* Go to [www.AceYourRetirement.org](http://www.aceyourretirement.org) to prepare for your retirement today
* Check out AceYourRetirement.org to make a plan for your future now.
* a free, three-minute online chat and customized tips, resources and personalized strategies to help enhance or begin retirement savings is available at AceYourRetirement.org.

**What tools will this site provide consumers with?**

* Free online resources are available at AceYourRetirement.org. Consumers are asked to answer simple questions about their current financial picture and future retirement plans. Based on those inputs, the system creates a personalized set of tips with links to additional resources to assist them with their retirement savings planning.
* The resources found at AceYourRetirement.org are valuable for those preparing for retirement: since its launch in 2017, there have been over 260K chat completions, which means hundreds of thousands of people have received their own customized retirement savings tips to consider. We are pleased to be able to promote this resource to additional audiences with this new initiative.

**Am I able to speak to a Financial Planner if I have questions?**

* This is an informational site to help people take charge of their retirement saving planning with more knowledge and confidence. We do not provide any advice.

**How did AARP and Ad Council come together for this collaboration?**

* We have had a long-standing relationship with each other, including a joint caregiving campaign. In 2017, we launched the general market Savings for Retirement campaign. To date that campaign has garnered $53.4M in donated media and 260,744 completed online chats.
* After extensive research, we knew that targeting and creating a specific campaign for Black women was something we were committed to working on together and we are pleased to work with the JOY Collective on this effort.

**Who will I interact with on the site?**

* Our resource site features AvoSM, a friendly digital retirement coach.
* Avo guides consumers through a series of questions about their life, savings goals and retirement plan.
* After chatting with Avo for just three minutes, you will receive a personalized retirement savings action plan that includes tips and resources to help boost your retirement savings. However, the site does not provide advice so you should consult your financial advisor for advice regarding your personal situation.

**How long does it take to enter information and get the free personalized tips?**

* The interactive online chat takes just three minutes.
* After the three-minute chat, and based on consumers’ responses, users are presented with their top three personalized Action Items – the simple, practical things they can do now to save for retirement.
* The Action Items cover a wide range of topics for wherever the user is in their retirement savings journey, from understanding your 401(k) options to exploring ways to earn additional income in retirement

**Tell me more about the free personalized tips.**

* Each Action Item in a consumers’ personalized action plan includes a summary, which explains retirement savings terminology and programs and links to resources and tools at AARP.org.
* To make saving even simpler, users can find draft emails to share with HR directors or ask for support from friends. They can also bookmark a unique link to save their Action Items and reference them in the future, or click share the tip with a friend
* In addition to their top three Action Items, users who want more information can expand to see a larger list of personalized Action Items to help them improve their financial future.

**What are some sample savings tips?**

* If your employer offers matching funds for your retirement savings plan, contribute at least enough to get the full employer match.
* Try to increase your contributions to your retirement savings plan every year, even if only by 1%.
* Brainstorm ideas for earning money in retirement, such as turning a hobby into a source of income, or taking on seasonal part-time work
* Wait as long as long as you can -- up to age 70 if possible -- to begin collecting Social Security. This increases your annual benefit.

**Is it really free or is there a hook?**

* The tips are completely free. We are not trying to sell you anything and there’s nothing to buy.

**Tell me more about the online resources at AceYourRetirement.org**

* The site draws on the wealth of resources available at AARP, breaking down retirement savings into easy, actionable steps.
* There are no “savings calculators” or charts and graphs – our research showed that by showing people where they were “supposed” to be, it actually made people feel overwhelmed and paralyzed.
* This is the first web experience to use an interactive retirement coach to address the national retirement crisis by giving people, including African American / Black women the information they need to better prepare for their long-term financial security.

**What would you say to people who are worried they’re “too late” to save enough?**

* First of all, it’s never too late to save. Every little bit helps – so consider stretching a bit to increase the amount you’re contributing each paycheck or each year, even if it’s only by 1%
* You can also consider waiting a few years longer to retire, or to collect your Social Security benefits.
* Even after you’ve retired, you can look into ways to earn some additional income with a part-time or freelance job, or evaluate your budget to see if you can reduce some of your expenses.

**Why the focus on Sheroes?**

* In short, we want to honor black women – especially the ones in all of our lives who put everyone else first. Whether they’re our mothers, our aunties, our friends, we want to honor those who need to be reminded to put themselves first and save for retirement.

**Who is the target for this campaign?**

* She identifies as African American / Black
* She’s pre-retirement, employed and can still accumulate savings
* She cares for others, often selflessly, but is ready to focus on self-care
* She sees herself as evolving financially. She’s accomplished a lot in her life and brought creativity and ingenuity to making and saving money.
	+ She may feel emotionally taxed due to financial pressures, but hides it well
	+ She’s ready to pay herself more for her future retirement

**Can anyone take advantage of this service or is it only available to African American / Black women?**

* We encourage everyone to save for retirement early and anyone can take advantage of the free, three-minute online chat available atAceYourRetirement.org though the target audience is the African American / Black consumer.