

## **We Say Save It**

### **Recommended Social Copy**

- You work hard for your money, now make it work even harder for your future! One way to get started? Take the 2% Challenge and save 2% of your income, or 2% more, for your retirement. Visit [WeSaySaveIt.org](https://www.wesaysaveit.org), from @aarp and @adcouncil to learn more.
- Small steps can make a big difference when it comes to saving for retirement. Take the 2% Challenge to start saving 2%, or 2% more, for retirement and make your money work harder for you. Join @aarp and @adcouncil by visiting [WeSaySaveIt.org](https://www.wesaysaveit.org) for tips to get started.
- Together with @aarp and @adcouncil, we're challenging you to take a small step that can have a big impact on your retirement savings. Take the 2% Challenge by saving 2%, or 2% more, for your retirement. Visit [WeSaySaveIt.org](https://www.wesaysaveit.org) to learn how to get started.
- I'm ready to make my money work even harder for my future. Are you? Visit [WeSaySaveIt.org](https://www.wesaysaveit.org) to get started with your free personalized retirement savings action plan from @aarp and @adcouncil.