

Onsite Activity September 2017 thru September 2018

401a Lancaster County Retirement Plan

Quarter	Total Consultations	Enrollments	Goalmaker	Rollover	Income Flex
Third Quarter	105	9	12	3	0
Fourth Quarter	74	9	9	1	1
First Quarter	116	12	20	3	1
Second Quarter	147	10	18	2	0
Totals	442	40	59	9	2

457b Deferred Compensation Plan

Quarter	Total Consultations	Enrollments	Increases	Goalmaker	Rollover	Income Flex
Third Quarter	105	5	12	5	0	0
Fourth Quarter	74	3	14	1	2	0
First Quarter	109	9	16	10	1	0
Second Quarter	102	12	20	10	2	1
Totals	390	29	62	26	5	1

Financial Wellness

WORKPLACE PARTICIPANT ENGAGEMENT

Inspire workers to take control of their financial lives with workplace campaigns to encourage account upgrades, financial assessments and budgeting tool engagement.

New account experience campaign

Give workers a glimpse of their new account experience with workplace materials that create awareness, promote account upgrades and encourage web registration.

YOU GOT THIS.

Your best financial life is waiting. Upgrade your account today.

See all your Prudential accounts in one place

Take the Know Where You Stand self-assessment

Manage to a budget with the Daily Money budgeting tool

Log in to upgrade at prudential.com/online/retirement

You will create new credentials as part of the upgrade. If you have Prudential accounts from another employer, you may not be eligible until a future date.

Don't have a web account? No problem. Select **Register Now**.

For information on educational purposes only. This material is not intended as advice or recommendation about investing or managing your retirement savings. By sharing it, Prudential Retirement is not acting as your fiduciary as defined by the Department of Labor's fiduciary rule or otherwise. If you need investment advice, please consult with a qualified professional. Retirement products and services are provided by Prudential Retirement Insurance and Annuity Company (PRAC), Hartford, CT or its affiliates. PRAC is a Prudential Financial company. © 2018 Prudential Financial, Inc. and its related entities. Prudential, the Prudential logo, the Rock symbol and Bring Your Challenges are service marks of Prudential Financial, Inc. and its related entities. 000000-000000-0000

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Desk drop or leave behind card

UPGRADE YOUR ACCOUNT

Your best financial life is waiting.

Log in to get started

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Online banners
Available in multiple sizes:
400x300, 250x280, 970x250, 300x600

You Got This. Your Best Financial Life Is Waiting.

Upgrade your account today

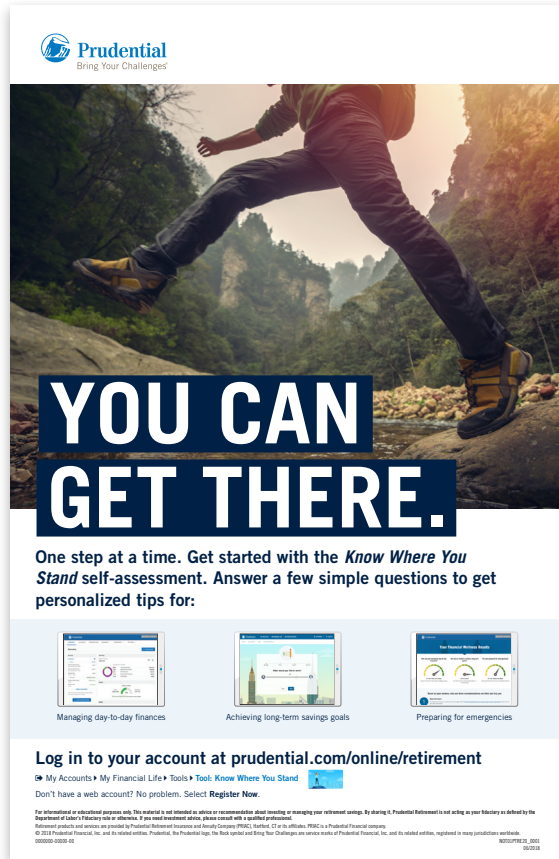
- See all your Prudential accounts in one place
- Take the Know Where You Stand self-assessment
- Manage to a budget with the Daily Money budgeting tool

Log in to upgrade

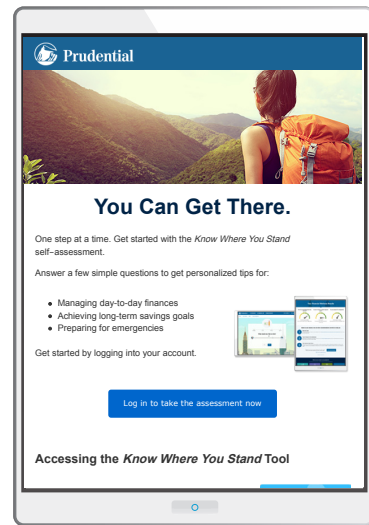
Email

Know Where You Stand assessment campaign

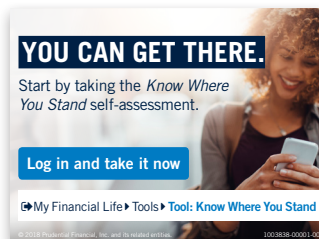
The *Know Where You Stand* financial wellness assessment is a recommended first step and helps participants get actionable tips to improve their financial wellness.



Poster



Email

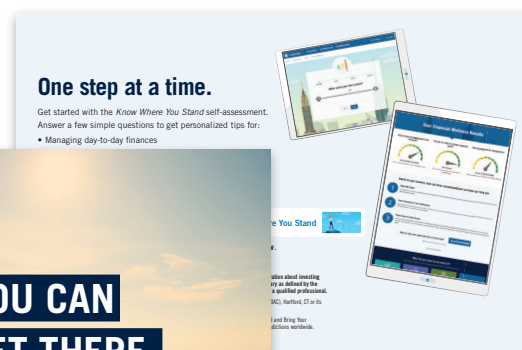


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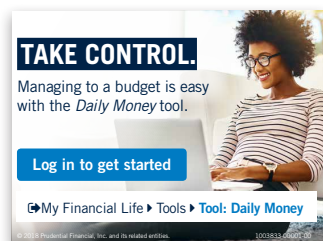


Daily Money budgeting tool campaign

Calling attention to the *Daily Money* budgeting tool will remind workers that managing day-to-day finances is an important part of achieving financial wellness.

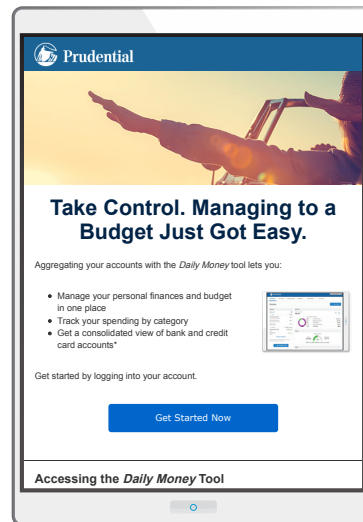


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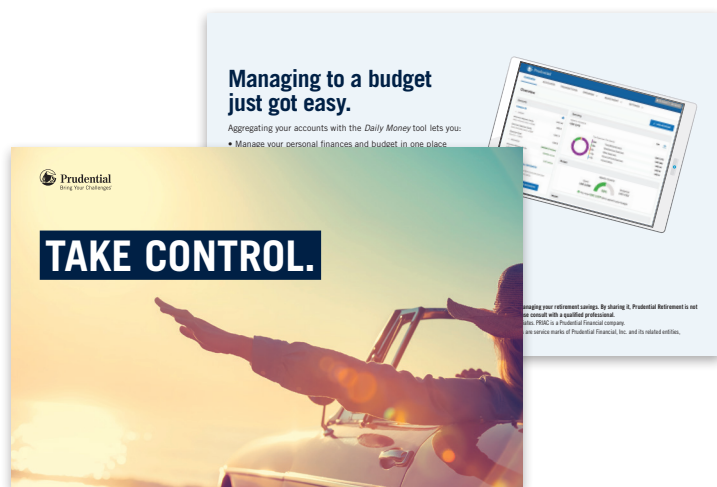


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Email



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Each of your employees has different financial needs and communication preferences. The financial wellness campaigns are designed to help you connect them to the tools that can help them achieve improved outcomes.

Contact your Prudential representative or visit prudential.com/wellnesseffect to learn more.



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