

Intro email - EMPLOYERS

Subject: Partnering with Save10 to promote retirement savings

I am one of the founders of [Save10](#), an initiative of the Women's Foundation of Arkansas to empower women to save for life and for retirement. We have a specific call-to-action for women to commit to save at least 10% for retirement and prioritize their financial security. The campaign will officially launch on Oct. 10, and I would like to set up a meeting about [\[name of organization\]](#) becoming an official Save10 Partner.

The success of Save10 depends on committed employers like you. Studies show that once people start saving into a retirement plan there is little likelihood they will change it. Our goal is to help people get to the savings percentage that would help them retire.

Are you willing to host a Save10 education day on October 10 to bring awareness of these benefits to your employees? We ask that your HR team be available to present on the plan, answer questions on how much people are saving, and/or help them increase their savings. If needed, we have several knowledgeable and motivating volunteers that can speak as part of a workplace event.

When would be a good time to meet and discuss how Save10 and [\[company name\]](#) can partner as part of this movement to mobilize women to collectively save for retirement?

Thank you,

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POST-EVENT FOLLOW-UP - EMPLOYERS

Subject: Save10 event + retirement savings follow-up

Thank you for having Save10 be a part of [\[company name's\]](#) event [\[earlier this week/last week\]](#). We are thankful that you are putting in the time and resources that allow employees to save for their futures, and we hope that the event inspired attendees to increase their retirement contributions.

Please fill out [this brief survey](#) to let us know how the event impacted the savings rate at your company.

Thank you for your support of the Save10 initiative and for helping close the women's wealth gap.