

About the Campaign for a Secure Retirement

What it is

- Together with other interested organizations, Social Security recently launched the *Campaign for a Secure Retirement: Helping Millions of Americans Plan and Save for Retirement*.
- This is a joint educational campaign to encourage retirement planning and saving. It provides an opportunity to promote the online *Social Security Statement*, a valuable retirement planning tool available through *my* Social Security at www.socialsecurity.gov/myaccount.
- This six-month initiative began on February 23 with the kick-off of “America Saves Week” and will continue through “National *my* Social Security Week” in July. During this period, the campaign will encourage workers to start planning for a secure retirement now by creating a *my* Social Security account.

Why this campaign matters

- To enjoy a comfortable retirement, workers should think of Social Security as a foundation. They will also need other reliable sources of income, such as pensions, savings, and investments.
- On average, Social Security retirement benefits replace just 40 percent of a worker’s earnings. Yet only about half of Americans who have not yet retired say they are contributing to a workplace retirement plan.

- Creating a *my* Social Security account helps people understand what they can realistically expect from Social Security by giving them convenient access to up-to-date financial information through their online *Social Security Statement*.
- The online *Statement* makes it easy for workers to verify the earnings information we have for them. This is important because future benefits depend on earnings. It also lets them see their estimated retirement benefits at age 70, full retirement age, and age 62.

How your organization can help

- You can help workers understand the importance of saving for retirement by sharing our graphics, newsletter articles, social media messages, and other promotional materials through your organization's website and social media channels.
- Help America plan for a secure retirement by taking our [pledge](#) to partner with us! This will help us tailor our outreach materials to your organization's needs and keep track of what's working well and what we can do better.
- Please let your organization's members and audiences know why creating a *my* Social Security account is so important. We encourage you to share, plan and coordinate activities throughout your communities. Social Security has a number of resources available to support your event.
- If you have questions or suggestions about this campaign, please email us at oea.net.post@ssa.gov and tell us about them.