Fidelity Goal BoosterSM - Employee Communications Toolkit

Get your employees started with these resources

Getting Started

- Print on Demand materials Edit and use as PowerPoint slides or PDF files to promote the concept of short-term savings to employees digitally, or within employee environments where you want to encourage engagement.
- Poster and flyer Formatted for easy printing. Two different sizes available: an 11"x17" poster and an 8.5"x11" flyer. Consider hanging, handing out at benefits fairs, or sharing as part of new-hire orientation.
- **Demo video** show your employees how the Goal Booster experience can help them save.
- **CEO and HR scripts** welcome and encourage your employees.

Fresh Content

- Seasonal and Campaign-driven materials - Regularly remind and encourage your employees with fresh content provided by Fidelity Goal Booster designed to inspire and motivate them to start on the path to good saving habits:
 - Newsletter content
 - Posters and flyers

Emergency Savings

- Direct Path Share a dedicated URL with employees to focus on emergency savings specifically.
- Customized materials Most materials are also available with a focus on emergency savings.

Are your savings working hard? Crush your goals with Fidelity Goal Booster ⁵⁶ Visit Fidelity.com/GoalBooster	Save for the now and the later. Retirement isn't the only dream worth saving for. Give those short-term goals some love. Visit Fidelity.com/GoalBooster to set goals and start saving.	Prep for a rainy day. Fidelity Goal Booster ⁵⁴¹ can help you save.
Learn More	Have questions? Email ust FidelityGoalBooster@fmr.com Fidelity Goal Booster	Learn More
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Use the Goal Booster toolkit to communicate this new benefit to your employees! <u>Visit the</u> <u>Fidelity Plan Sponsor WebStation</u>[®].