

# Fidelity Goal Booster<sup>SM</sup> - Employee Communications Toolkit

Get your employees started with these resources

## Getting Started

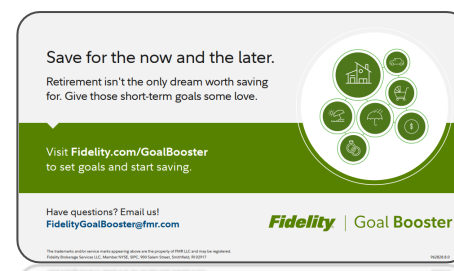
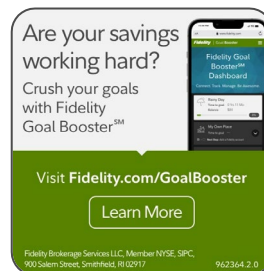
- **Print on Demand materials** - Edit and use as PowerPoint slides or PDF files to promote the concept of short-term savings to employees digitally, or within employee environments where you want to encourage engagement.
- **Poster and flyer** - Formatted for easy printing. Two different sizes available: 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.



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