Introducing *my*RA to Employees

A Step-by-Step Guide for Employers

This guide contains helpful information to introduce employees to *my*RA[SM] via a face-to-face meeting, webinar, emails or telephone call to employees.

Announcing *my*RA to Employees

A key first step is the initial introduction of *my*RA. If possible, we encourage you to communicate about *my*RA through email, face-to-face, one-on-one or with group meetings. Enclosed you'll find a variety of resources to announce *my*RA:

1. ***my*RA Website –** All employer resources will be available on the *my*RA website, at ***my*RA.treasury.gov**.
2. **Poster –** An eye-catching poster to hang in the workplace, intended to grab employees' attention.
3. **Brochure –** A double-sided brochure that can be printed or shared electronically with employees.
4. **Infographic –** A visual easy-to-understand overview of *my*RA. Can be printed or used online.
5. **Web Banner –** A banner directing people to ***my*RA.treasury.gov**. For use on a company intranet site or other internal communication channels.
6. **Top Questions About *my*RA –** Frequently asked questions about *my*RA that can be printed or emailed.
7. **Intranet Content on *my*RA –** Information about *my*RA that can be posted on an internal company website (intranet).
8. **Employee Email on *my*RA –** Email that can be used to introduce and explain *my*RA to employees.
9. **Employee Meeting Toolkit –** Resources to set up a meeting with employees about *my*RA.
    a. **Guide for Employers –** A guide to help participating employers introduce *my*RA to their employees.
    b. **Employee Invitations –** A series of emails to invite employees to meetings on *my*RA. As a rule of thumb, emails should be sent two weeks in advance, and then again the week of and day of the meeting to encourage attendance.

c. **Employee Follow-up Emails –** Follow-up emails to use after meetings on *my*RA to reinforce the messages, provide additional online resources, encourage employees to open accounts, and alert them when sign-up becomes available.
d. **Power Point Presentation –** A brief PowerPoint presentation for meetings to explain the features and benefits of *my*RA and how to sign up.
e. **Key Fact Sheet About *my*RA –** A bulleted summary of facts about *my*RA to be used along with the PowerPoint presentation or separately as a way to answer questions about *my*RA.

Setting up the Meeting

Step 1: Announce to employees/workers via email and/or in a staff meeting, that a *my*RA meeting will be held. Use the invitation email from the Employee Meeting Toolkit materials. If the announcement is being made in a one-on-one fashion, you may use the text of the email for supervisors to explain *my*RA to staff.

Step 2: (Recommended) Send a reminder email a week or several days in advance of the meeting, and a third reminder the day of the meeting.

Step 3: At the meeting, use the PowerPoint presentation and Key Facts About *my*RA to guide your presentation. Remind people that they can visit the *my*RA website any time for more information. Distribute printed brochures, if using.

Step 4: Send a follow-up email the day of the meeting, and send reinforcing emails prior to the meeting, notifying employees when *my*RA signup becomes available.

Step 5: Stay engaged on a regular basis with your employees as they learn about *my*RA and begin to sign up for accounts.

We encourage you to become familiar with *my*RA. Rest assured the U.S. Treasury will offer a variety of ways for employees to get answers to more detailed questions, including user-friendly digital resources and a customer service call center.

For more information or to speak to a representative about *my*RA, visit ***my*RA.treasury.gov.**