

From: Social Security Administration, Office of External Affairs <oea.net.post@ssa.gov>

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Subject: National my Social Security Week: Help the Public Plan for Today, Tomorrow, and Someday

Attachments: [National my Social Security Week 2015 Toolkit_508.pdf](#)

Dear Colleague:

July 19–25, 2015 is National [my Social Security](#) Week. Now in its second year, this campaign aims to educate workers about the importance of planning thoughtfully for life events—starting with creating a secure [my Social Security](#) account at www.socialsecurity.gov/myaccount.

Throughout this week, we ask that you share our retirement planning and other messages with your members, employees, and the public by taking advantage of our 2015 [my Social Security](#) toolkit at www.socialsecurity.gov/thirdparty. Here you will discover a wealth of materials that you can begin using now to support the campaign. The toolkit includes eye-catching web banners and publication-ready content for internal and external web pages, blogs, newsletter articles, social media, and email blasts.

Creating a [my Social Security](#) account helps workers plan for their future and the future of their families by giving them convenient access to their own personalized *Social Security Statement*. The *Statement* provides estimates of future retirement benefits at age 62, full retirement age, and age 70. It also lets workers verify the earnings information we have for them. This is important because future benefits depend on earnings.

On average, Social Security replaces just 40 percent of pre-retirement income. Yet only about half of American workers say they are contributing to a workplace retirement plan. We need your support to help workers understand that they will require other sources of retirement income in addition to Social Security, and that it's never too early (or too late) to start thinking ahead.

Besides retirement, with a [my Social Security](#) account, you can also get estimates of future disability and survivor benefits you or your family may be eligible to receive. For those already receiving benefits, a [my Social Security](#) can be used to get benefit verification letters, change an address and phone number, and start or update direct deposit information.

In addition, we welcome invitations to assist workers with creating a [my Social Security](#) account at your location, whether as part of another activity, such as a conference or annual meeting, or as a standalone event. To explore this possibility, please contact us at oea.net.post@ssa.gov.

To hear more about [my Social Security](#) from Social Security's Acting Commissioner Carolyn W. Colvin, visit us at <https://www.youtube.com/watch?v=loBsUPMFYfs>.

Thank you for sharing our materials and helping us to make this vital campaign a success!

Sincerely,

J. Jioni Palmer
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National [my Social Security](#) Week is July 19-25, 2015. Visit <http://www.socialsecurity.gov/myaccount/materials.html> to learn how you can support us and make our campaign a success!

Plan for your "Someday". Create your own [my Social Security](#) account today at www.socialsecurity.gov/myaccount.

Follow [@SSAOutreach](#) on Twitter and stay connected with [Social Security](#):

Need health coverage or know someone that does, visit www.healthcare.gov.

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