



Insured Retirement Institute

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[www.IRIONline.org](http://www.IRIONline.org)

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March 13, 2015

Hon. Nikki R. Haley  
Governor  
State of South Carolina  
1205 Pendelton Street  
Columbia, SC 29201

Dear Governor Haley:

National Retirement Planning Week<sup>®</sup> is a national effort to encourage Americans to plan for their financial needs in retirement. The week is organized by the National Retirement Planning Coalition, which is led by the Insured Retirement Institute (IRI)<sup>40</sup> and consists of more than 30 partners, including consumer education organizations and state insurance departments.

This year, National Retirement Planning Week<sup>®</sup> 2015 will take place April 13-17, 2015. National Retirement Planning Week<sup>®</sup> along with other coalition activities conducted throughout the year, demonstrate that it is possible for Americans to retire on their own terms if comprehensive retirement plans are properly developed and managed. We are asking you to please join with the Coalition this year to support a robust consumer outreach and education campaign to help promote participation by the citizens who live in your state.

Some of the ways that you can participate include:

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<sup>40</sup> IRI is a not-for-profit organization that brings together the interests of the insured retirement income industry, financial advisors and consumers under one umbrella. IRI works to promote consumer confidence in the value and viability of insured retirement strategies. Its mission is to: encourage industry adherence to highest ethical principles; promote better understanding of the insured retirement value proposition; develop and promote best practice standards to improve value delivery; and to advocate before public policy makers on critical issues affecting insured retirement strategies. It proudly leads a national consumer coalition of more than 30 organizations, and is the only association that represents the entire supply chain of insured retirement strategies. Our members are the major insurers, asset managers, broker-dealers/distributors, and 150,000 financial professionals.

- Issue a press release during the week promoting the importance of retirement planning and savings;
- Issue a proclamation in recognition of National Retirement Planning Week;
- Disseminate retirement planning resources to organizations in your state;
- Promote the Coalition's consumer website: [RetireOnYourTerms.org](http://RetireOnYourTerms.org);
- Promote National Retirement Planning Week® using social media tools such as Twitter (using hashtag #NRPW), Facebook, LinkedIn and YouTube;
- Send out a Public Service Announcement (PSA) to your local media on retirement;
- Write an op-ed and submit to newspapers in your state;
- Integrate National Retirement Planning Week® facts and talking points into speeches and interviews throughout the week;
- Hold a satellite media tour with your state and local media; and
- Develop a microsite on your state website focused on retirement security issues.

You can obtain more information about the coalition and National Retirement Planning Week® by going to [www.RetireOnYourTerms.org](http://www.RetireOnYourTerms.org). This web site has the latest resources to help consumers and financial professionals focus on long-term financial goals.

Your participation in National Retirement Planning Week® will be highly valued. We have scheduled a conference call on Monday, March 23, 2015 at 2:00 PM Eastern Time to discuss participation in this educational effort. The call-in information is (866) 906-9888, Participant Code 3850495#.

We look forward to partnering with you to promote the importance of retirement planning and help consumers attain a financially secure retirement. If you have any questions or would like more information about participating in 2015 National Retirement Planning Week®, please contact Paul Richman at (202) 469-3004 or [prichman@irionline.org](mailto:prichman@irionline.org).

Sincerely yours,



Catherine Weatherford  
President & CEO