



Wisconsin Strong Program

Joint Meeting Item 4C
March 25, 2021

Mark Lamkins, Director
Office of Communications



Agenda

Overview of
WI Strong

Core
Components

Marketing &
Education

KPIs

Timeline

Overview of WI Strong

NAST Grant Funding

- Partnered with DFI
- Competitive (one of 24)
- 1 year/\$100,000



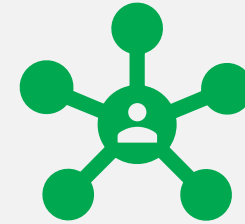
WI Strong Vision



Holistic



Innovative



Engaging

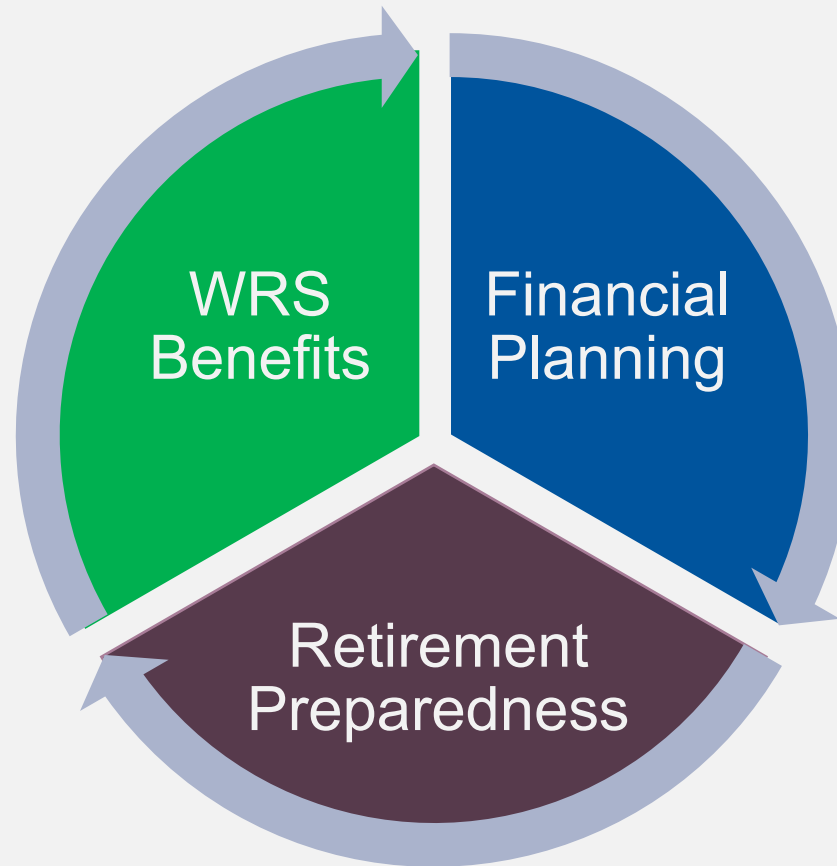


Actionable



Sustainable

Financial Security + Wellness



WI Strong Audience: WRS



- **260,000 state and local government employees** and their families
- **215,000 retirees** and their families
- **1,500 government employers** and WI Strong champions

WI Strong Partners

- Department of Financial Institutions
- Financial Fitness Group
- Summit Credit Union
- America Saves
- State of Iowa
- Wisconsin Deferred Compensation Program (Empower Retirement)
- Edvest (WI 529 plans)
- Savi (student loans)
- Others

Core Components

Take the **FINANCIAL FITNESS CHALLENGE!**

You're Invited to take the Wisconsin Strong Financial Fitness Challenge with free access to the online Checkup and Academy.

You'll get a personalized playlist of courses on topics such as debt management, budgeting, investments, estate and retirement planning. In just 15 minutes, you could be on your way to building a strong financial future.

READY, SET, GO

Start with a quick Financial Fitness Checkup. Then gain free access to 100s of interactive courses for a limited time (a \$1,000 value).

CHALLENGE ON

Your goal is to complete and pass at least 5 courses with a score of 70% or higher. Can you improve your financial fitness score? Earn points and certificates of completion. It's easy, convenient, and anonymous.

#WIStrongSecurity

WISTRONG
YOUR FINANCIAL SECURITY™

Take the challenge now, go to
financialfitnessgroup.com/wi-strong



ET-7119 (REV 3/8/2021)

Financial Wellness Education



your resource to a richer life

Offers free virtual seminars, credit counseling, and financial advisors

Topics:

- Money Management
- Savings and Wealth Building
- Credit and Debt Management
- Maximizing Employee Benefits
- Major Purchases
- Lifestyle and Personal Finance

Marketing & Education

WI Strong Brand

- Tagline: **Wisconsin Strong: Your Financial Security™**
- Website: etf.wi.gov/wi-strong
- Hashtag: #WIStrongSecurity
- Messages and graphics support: Employee work-life events and milestones, value of WRS benefits, financial security and wellness, empowerment, diversity, and financial inclusion

WISTRONG
YOUR FINANCIAL SECURITY™



Build Engagement



Partner with
Employers –
WI Strong
Champions



Mass &
Targeted
Digital
Marketing



Education, Tools
& Self-
Awareness



Targeted
Outreach
Campaigns

Financial Wellness at Any Age

New Hire

Mid-Career

Nearing Retirement

Retired



Targeted Education

Women



Military



People with Disabilities



Take the Challenge!



#WIStrongSecurity

Key Performance Indicators

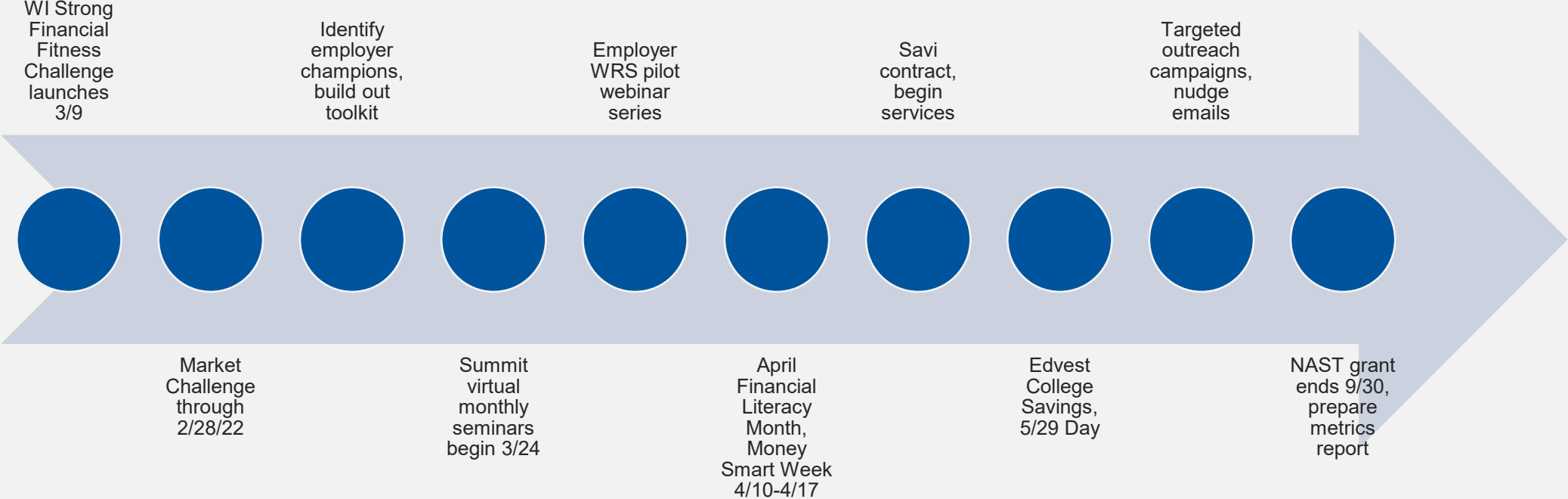
Key Performance Indicators



- **25 employers** of various sizes as WI Strong champions and active co-marketers
- **10,000 employees** to access financial wellness education, resources, and tools
- **Participant data** to capture anonymous demographics, interests, changes in behaviors, and actions
- **Participant satisfaction** will be measured via event surveys

Timeline

WI Strong Timeline



The background is a dark blue gradient with numerous out-of-focus light spots in shades of blue and purple, creating a bokeh effect. The text is centered at the bottom of the image.

Questions?

Thank you



[etf_wi](#)



[etf.wi.gov](#)



ETF E-mail Updates



608-266-3285
1-877-533-5020