



## Nonqualified plan enrollment campaign

Case study: How can we make electing a beneficiary easy?

### The opportunity

An accommodation and food services company wanted to educate eligible employees about the nonqualified plan and how to enroll.

### The solution

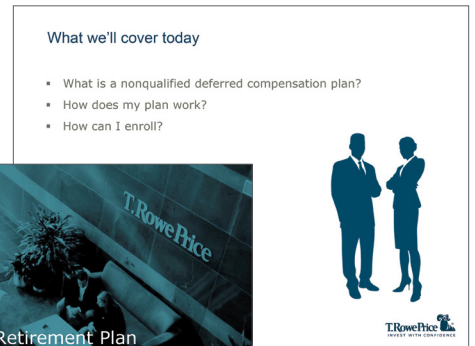
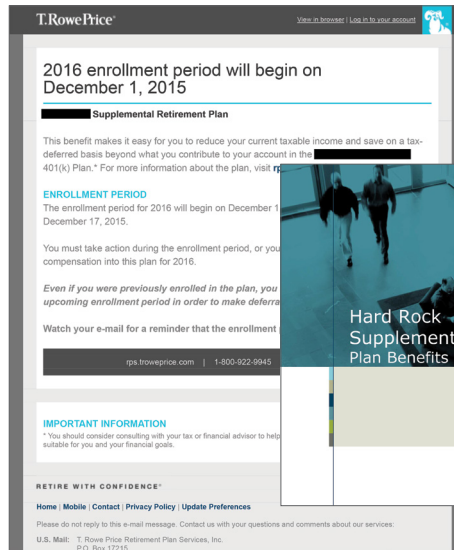
T. Rowe Price knows that the more employees understand, the more likely they are to act. We developed an education-focused campaign for eligible employees focused on the plan's pros and cons, features, and enrollment process.

- Encouraging email series sent on a strategic timetable informed employees about the open enrollment window.
- On-site meetings held before the enrollment window for eligible employees and their spouses.
  - T. Rowe Price presenter shared an overview of the nonqualified plan and answered questions.

### The results

**46%**  
of eligible employees enrolled.

**20%**  
of eligible employees and their spouses attended on-site meetings.



To learn more, contact your T. Rowe Price representative.