



Member education *resource centre*

Educate. Engage. Inspire.





Help your members *get* the future they want

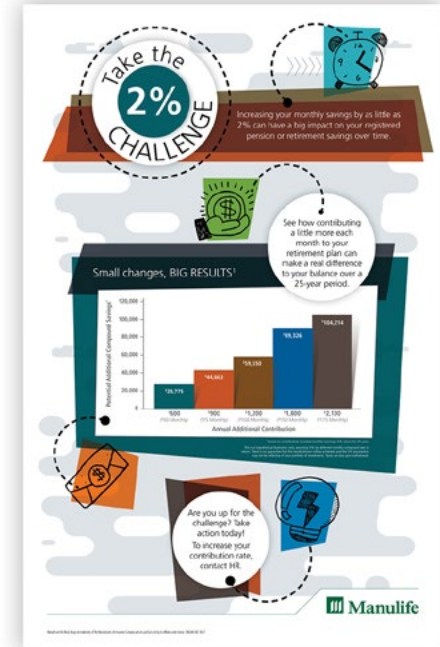
When it comes to saving, most of the time, the hardest part is taking the first step. The group retirement program you're offering is a great way to help your employees get started, and save for their future.

We understand that getting plan members engaged in their plan is a challenge that many plan sponsors face. Many of your members are dealing with immediate day-to-day concerns that they need to address before they can even start thinking about retirement. With Manulife's member education resource centre, you can help them not only make the most of their group retirement program but also improve their overall financial health so they can get the future they want.

? What is it?

About Manulife's member education resource centre

Available from the home page of your plan sponsor secure site, under Educate your members, this resource centre offers a vast library of ready-to-go campaigns covering a wide variety of topics that touch on key aspects of a plan member's financial life. Each topic includes various types of tactics and visuals that resonate with the different demographics of your plan (posters, emails, web banners, infographics, intranet content, videos, etc.).



? How does it work?

Deploy as many campaigns as you like, as often as you like

Deploying a campaign to your employees is easy. Look into the available topics and find the ones that fit your plan's needs. Browse the materials and visuals and download the ones you think will work best in your workplace.

You can choose as many campaigns as you like, and roll them out as often as you like. We will keep adding new topics, so keep checking the resource centre regularly.

The screenshot shows a 'View Resources' page with a table of resources. Two items, 'Infographic' and 'Newsletter', are highlighted with boxes and arrows pointing to preview images on the right. The preview images include a 'DEBT!' infographic with statistics and a 'What keeps you up at night?' infographic with a photo of a person.

| Resources | English |
|----------------------|---------|
| Blog (image 1) | 👁️ 🗑️ |
| Blog (image 2) | 👁️ 🗑️ |
| Budgeting Tool | 👁️ 🗑️ |
| E-mail (image 1) | 👁️ 🗑️ |
| E-mail (image 2) | 👁️ 🗑️ |
| Infographic | 👁️ 🗑️ |
| Net Worth Calculator | 👁️ 🗑️ |
| Newsletter | 👁️ 🗑️ |

Use the insight from your online sponsor reports

You can also use the insight from your online plan sponsor reports, and identify areas where your plan members' engagement could improve. From there, pinpoint the issue you wish to resolve.

For example, the Member investment behaviour review indicates that too many of your plan members still haven't selected an investment.



? How does it *work*?

Incite your members to take action

From the resource centre, select the campaign topic that will incite your members to take action.

Download the tactics and visuals that will resonate the most with your employees, and deploy them as you see fit.

Encourage choosing investments
How plan members invest their contributions can impact their rate of return and their retirement decisions about how to invest their hard-earned dollars.

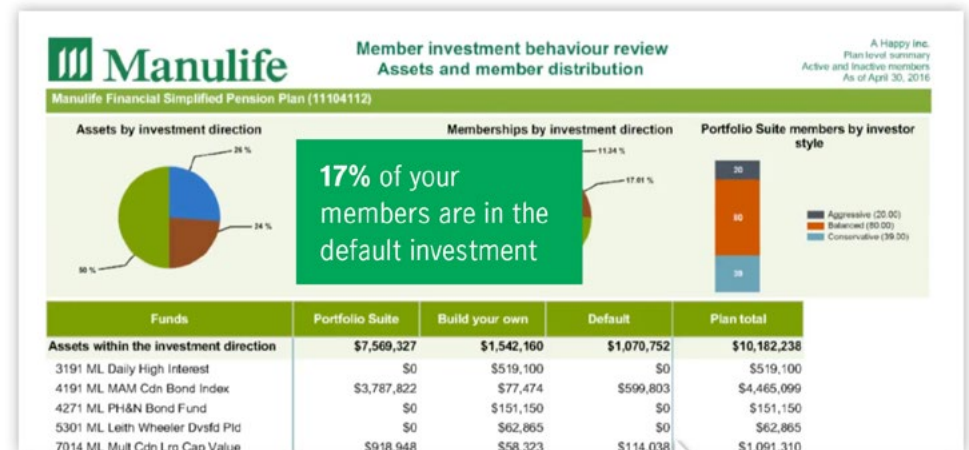
View Resources

| Resources | English |
|--|---------|
| Blog (Image 1) with pre-built fund solution | |
| Blog (Image 2) with pre-built fund solution | |
| Blog (Image 1) without pre-built fund solution | |
| Blog (Image 2) without pre-built fund solution | |
| E-mail (Image 1) with pre-built fund solution | |
| E-mail (Image 2) with pre-built fund solution | |

Visuals shown include a man looking at a laptop with the text "Where are you keeping your money?" and a Manulife logo.

Check out the results of your campaign

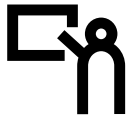
You can consult the reports again to see if your members have taken action.



? How does it *work*?

Incite your members to take *action*

Here's an example of how you can deploy the tactics to your members to raise their awareness and keep them interested:



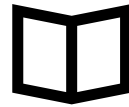
Week 1

Place an awareness poster in your workplace



Week 2

Send an email to your employees



Week 3

Post a blog on your intranet

Or, if you prefer, you may roll them out simultaneously. The choice is up to you. You decide what works best for the needs of your company.



Help your members feel *confident* about their future

We've created this member education resource centre to help you support your employees' journey towards financial wellness. It provides you with the content you need – when you need it – to help them make the most of their group retirement program and improve their overall financial health. Help them feel less stressed, more engaged at work, and better about their future.



Log in to your plan sponsor secure site and select **Educate your members**, and contact your Manulife representative to learn more about our member education resource centre.



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