**iJoin Employer Introduction Letter**

**Format:** Letter from Recordkeeper

**Audience:** Sponsor clients

**Purpose:** Announce and introduce iJoin

Dear [FirstName]:

[Recordkeeper Firm Name] is committed to evolving our services to better support you and your employees’ savings path to a secure retirement. Today we’re excited to announce that we are adding **iJoin** to your company’s online retirement plan experience. **iJoin** is a personalized, goal-oriented program designed to help your employees maximize their retirement savings.

Whether employees are new enrollees or are already participating in your plan, **iJoin** answers the most important questions most people have about saving for retirement:

* How much money will I need in retirement?
* How do I know if I’m saving enough?
* How can I close the gap and reach my goal?

Using data from our recordkeeping system, **iJoin** projects a unique retirement savings goal for each employee based on their age, income, savings, location, and other factors. They will be able to share information about outside savings also earmarked for retirement if they wish. Based on all of this, **iJoin** makes personalized recommendations to each person to help them reach their goal.

**iJoin** clearly displays any gap in retirement savings and offers personalized interactive tips to each user. These tips help them get the most out of their participation in the plan and increase their retirement success. What’s more, **iJoin** gives us the ability to periodically re-engage with each employee to invite them back to review their progress and refine their savings plan.

To facilitate a smooth and effective rollout, we are ready to send an email introducing **iJoin** to your employees. This will invite them to watch a short video to quickly understand how it works, how it will help them, and to encourage them to log in and get started. [View the videos here](https://www.ijoinsuccess.com/welcome-to-ijoin/) [edit link to videos enabled on your website].

We are very excited to offer this new benefit to you and your employees. We will be in touch shortly to schedule your **iJoin** launch. If you have any questions, please give us a call.

Sincerely,

The [Recordkeeper Firm Name] Team