

# Workplace Financial Wellness

## A resource guide

Financial Services Roundtable  
& Consumer Financial Protection Bureau



# How to Launch a Workplace Financial Wellness Program

## Inside This Guide

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This resource guide is designed to help employers of all sizes implement a workplace financial wellness program that gives their employees the knowledge, skills, tools, and resources they can use to improve their financial well-being.

### *The guide includes:*

- Eight Steps to Launch a Financial Wellness Program
- Why Financial Well-Being Matters
- Resources

*This resource guide is not legal advice. This material is provided for educational and information purposes only. The guide presents general information on responsibilities, potential liabilities, and rules that impact financial wellness programs. Throughout the steps in this guide, be sure to consult with your organization's legal counsel for advice on compliance with applicable laws and your organization's policies. The inclusion of third-party resources in this document does not necessarily reflect the CFPB or FSR's endorsement of the third party, the views expressed on the site, or products or services offered on the site. Please see page 12 for additional resources.*

# How to Launch a Workplace Financial Wellness Program

## Introduction

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This resource guide was developed through an initiative between the Financial Services Roundtable (FSR) and the Consumer Financial Protection Bureau (CFPB) to help employers set up a workplace financial wellness program.

FSR is a leading advocacy organization for America's financial services industry. With a 100-year tradition of service and accomplishment, FSR is a dynamic, forward-looking association advocating for the top financial services companies, keeping them informed on the vital policy and regulatory matters that impact their industry.

CFPB is a 21st century federal agency that helps consumer finance markets work by making rules more effective, by consistently and fairly enforcing those rules, and by empowering consumers to take more control over their economic lives.

# How to Launch a Workplace Financial Wellness Program

## Section One: Steps to Launch a Financial Wellness Program

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Financial wellness programs differ from organization to organization, but how they are developed, implemented, and measured can be consolidated into eight standard steps.

1. Focus on your human resources (HR) strategy
2. Identify possible internal challenges
3. Understand your workforce's unique needs
4. Decide which financial topics to highlight
5. Leverage existing employee benefits
6. Expand your employee offerings with more financial education resources
7. Use existing or new channels and opportunities to deliver resources
8. Establish metrics for success for your financial wellness program

### Step 1: Focus on Your Human Resources Strategy

Since an employee's performance and job satisfaction can be influenced by financial stress, the implementation of a workplace financial wellness program can be a powerful tool to help you achieve your organization's strategic goals.

As you develop your human resources strategic plan, consider including a financial wellness program that helps you address one of the root causes of employee stress and a resulting decline in productivity and morale. It can also be a strong element in your recruiting and retention efforts as it helps you distinguish your organization from others that are seeking to recruit and hire employees with the same skill sets.

### Step 2: Identify Possible Internal Challenges

There are several challenges you might want to consider and address before implementing a financial wellness program.

Money and time are always challenges, regardless of your organization's size. To help overcome limits on money and time, consider leveraging existing resources and services available from your current benefits providers, and learning from other employers that already have financial wellness benefit programs.

Another common challenge is the need for management support to obtain the resources to undertake and implement your program. Managers may be more willing to support the program if they believe it is good for the organization – at a reasonable cost – and if it is the right thing to do. Providing management with research that shows the impact poor employee financial health can have on an organization in areas such as productivity, client focus, absenteeism, presenteeism, retention, and recruiting can go a long way in securing senior-level support. For a start, see Section Two: Why Financial Well-Being Matters on page 10.

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Measuring your financial wellness program's effectiveness can also be a challenge. Consider using the CFPB Financial Well-Being Scale when you start your program and administer it again every six to 12 months. You can also look at retirement plan participation levels or 401(k) loans at the start of your program and compare the results at regular intervals. Or, consider adding questions to regular employee satisfaction surveys.

Another challenge is a lack of understanding of your organization's fiduciary responsibilities and potential liabilities with regard to the content and providers of financial educational materials. This may be another reason to partner with organizations you already have relationships with to provide financial educational services.

## Step 3: Understand Your Workforce's Unique Needs

Be sure you know your audience. Regardless of size, your workforce's financial circumstances and needs are not uniform; employees are at different levels of knowledge, awareness, and financial well-being. (See page 10 for an explanation of financial well-being and financial wellness.)

The best way to serve and support your employees striving to achieve their financial goals is to understand the financial realities they are facing. A proven way to do this is to simply ask them through a survey. Be sure your survey is anonymous so it is clear to employees their responses are private. For many, talking about finances is a sensitive and stressful issue. Anonymity not only helps you get candid answers, it also prompts more employees to respond. The result will be a more accurate picture of their financial conditions and needs.

By surveying your employees, you may determine their level of financial literacy and their perceived level of financial well-being. Additionally, you will likely find employees in different stages of their careers have different financial stresses and need different financial tools and resources to address them.

For example, employees with young children may have a higher degree of financial stress. These "sandwich generation" employees may be concerned about the cost of child care, saving for college, tuition, preparing adequately for their own retirement needs, and, increasingly, assisting with the finances of immediate family members, such as a spouse with medical issues or an aging parent.

## Consider the CFPB Financial Well-Being Scale\*

You might consider using the CFPB's Financial Well-Being Scale to help understand your employees' sense of financial well-being. That is, how your employees think their financial situation and the financial capabilities they have developed provide them with security and freedom of choice.

The companion *User's Guide for the Financial Well-being Scale* describes the research behind the scale and provides a few simple steps for using it, including how to score an individual's responses and compare them to other employees' scores.

The CFPB Financial Well-Being Scale is available in English and Spanish. All of these materials can be downloaded for free from the CFPB website at: [consumerfinance.gov/data-research/research-reports/financial-well-being-scale/](https://consumerfinance.gov/data-research/research-reports/financial-well-being-scale/).

\**Measuring financial well-being: A guide to using the CFPB Financial Well-Being Scale, 2015,* [consumerfinance.gov/reports/financial-well-being-scale/](https://consumerfinance.gov/reports/financial-well-being-scale/).

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You can also look at data you already have on your employees as an indicator of their financial condition. For example, do your employees have a large number of 401(k) loans? What is the average loan balance? What is the rate of missed loan payments? How many of your employees contribute at the highest matching levels? If you automatically enroll eligible employees in your 401(k), how many employees increase their contribution rate over time? If you offer employees the option to split their paychecks via direct deposit into savings accounts as well as checking accounts, how many take advantage of this feature and what does that indicate about steady savings? How many employees understand and use tax-advantaged benefits such as a flexible spending account (FSA)?

Knowing this information will not only help you define elements of your financial wellness program, it will allow you to set a baseline to measure your program's effectiveness over time.

## Step 4: Decide Which Financial Topics to Highlight

After surveying your employees and assessing their current levels of financial well-being you should be in a position to identify topics that would be of most interest to them. More than likely you will include the basics such as earning, saving and investing, protecting your financial situation, spending, and borrowing. You should not make assumptions about your employees' knowledge. Again, survey your employees and use what you know about your organization and your workers and select topics based on their needs.

### Consider the My Money Five

At [mymoney.gov](http://mymoney.gov) you will find a consolidated resource of the tools, calculators, and tips offered by multiple federal government agencies. They are organized around the My Money Five: Earn, save and invest, protect, spend, and borrow. Focusing on five key components of financial life can help you identify and select online, no-cost resources to support your financial wellness program.

Also, remember that education alone without action and positive behavior change generally does not help employees make decisions for their financial situation and goals. Your program should drive toward encouraging employees to take positive actions to improve their financial situations.

## Step 5: Leverage Existing Employee Benefits

With information in hand about your employees' needs and what you want to focus on, you can identify existing HR and employee benefit resources that can be leveraged as part of your financial wellness program. Taking time to review resources your organization is already paying for can be a significant cost and time saver.

Start by identifying existing financial education tools and resources that match your employees' interests. Consider how to make use of the ongoing relationships your organization has with its current employee benefit service providers. If you have a benefit consulting firm, look at its service offerings to see what they might bring to the table. Talk with your 401(k) plan administrator, your life insurance provider, and your organization's banking partner for help.

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## Step 6: Expand Your Employee Offerings with More Financial Education Resources

Knowing when and how to find reliable information to make a financial decision is very important for everyone, including for your employees. Provide them with ways to find reliable information that can assist them with the financial decisions they're making. In this way, taking time to gather already created resources and repackaging them might be the best way to economically and quickly begin to establish a credible and effective employee financial wellness program.

When it comes to finding new resources, information, and tools to expand your program, there is no need to reinvent the wheel. As mentioned above, your organization's financial, banking, and life insurance partners may have resources for your employees. Integrate the new financial wellness program topics with other education you currently offer, like retirement savings education employees may receive from your organization's 401(k) administrator.

For additional vetted and tested resources, look over the tools and information available from federal, state, and local governments and nonprofit organizations.

## Step 7: Use Existing or New Channels and Opportunities to Deliver Resources

Organizations use various channels to deliver information to their employees. How your organization does it depends on factors such as its resources, size of your employee population, employees' preferred method to receive information, and how widely dispersed they are geographically, among other factors.

Some organizations that offer financial wellness programs have found providing financial educational seminars led by outside speakers during work hours to be very popular and effective. It requires minimum time and the content is already developed and may have already been vetted for compliance and accuracy. Lunchtime seminars could be effective in some organizations, for example where there are high-density workforce populations such as call centers, warehouses, and production facilities.

For organizations that are geographically dispersed, webinars can be a viable and cost-effective option. Webinars can be delivered either live or recorded and placed on your organization's intranet for viewing at a time and location that best suits the employee. Recorded webinars also allow employees to share the content with family and others who share in their financial decision-making. Another option is to piggyback on other regularly scheduled meetings to provide financial educational seminars and one-on-one sessions.

Paper-based delivery of information is also still popular and effective for small to mid-size organizations where the workforce is geographically concentrated. Pamphlets and handouts can easily be taken home to share, which is an important aspect of any financial wellness program.

### **Browse Resources Some Financial Institutions Offer Their Employees**

See what FSR member companies are doing to promote financial wellness and make helpful resources available to their own employees. Browse program descriptions and links for inspiration, as well as online resources you can use by visiting: [fsroundtable.org/category/finlit-workplace/](https://fsroundtable.org/category/finlit-workplace/).

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Because of the amount of financial wellness content and tools that has already been developed and placed online by nonprofit and profit-making organizations (these include federal, state, and local government agencies, as well as banks, credit unions and other financial institutions) consider delivering your program using these tools. It takes a little effort to research and organize what is available. Using existing materials can save a lot of development time and effort, and can help control your liability. As a starting point, review the resources listed in Section Three of this Resource Guide starting on page 12.

Another potential approach to consider is financial coaching. In a coaching relationship, employees set their own goals and can feel accountable for achieving results. Meetings with coaches can either be face-to-face or by phone, depending on your organization's size and number of locations. While this might initially sound like an expensive solution, it is not unusual for employee assistance program providers, retirement plan administrators, and banks and credit unions to provide one-on-one personalized help. Offering coaches on a first-come, first-serve basis can ensure the help is going to those who need and want the assistance.

New employee onboarding is the best time to introduce financial wellness benefits and encourage employee participation. As an example, a large organization interviewed by the CFPB that offers financial wellness benefits said onboarding is a "milestone" event when employees are open to ideas about change.<sup>1</sup>

After new hire orientation, make your financial wellness program an ongoing educational experience. This proves to be much more effective than a "one-and-done" program.

A financial wellness program should be approached in the same way an organization runs a marketing campaign. Multiple touchpoints over an extended period of time are needed to result in behavioral changes. Programs that are broad-based and institutionalized into the organization's culture get the highest employee participation.

Connecting employees to information that is timely, relevant and actionable is important. People will be more likely to pay attention to information if it is connected to an upcoming life decision or to their desire to achieve a goal. If the information is timely, employees are more likely to act on it while it is fresh in their minds. A strategy for achieving this can be to offer "just in time" financial education that is customized to the employee and their situation. People are also more likely to take action if specific details of what they need to do are clearly stated.

Whatever content you deliver and whenever you deliver it, keep it short. Seminars and webinar sessions should be one hour or less. Printed materials should be brief. A single-page fact sheet or short Q&A brochure is more likely to be read than a long one.

Use a modular approach to increase options for employees. Some employees may have time only during their lunch break to participate, while others may have free time only in the evenings or

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<sup>1</sup>"Financial Wellness at Work: A review of promising practices and policies," Consumer Financial Protection Bureau, 2014, [http://files.consumerfinance.gov/f/201408\\_cfpb\\_report\\_financial-wellness-at-work.pdf](http://files.consumerfinance.gov/f/201408_cfpb_report_financial-wellness-at-work.pdf)



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weekends. With employee availability in mind, decide whether to use scheduled options versus on-demand options.

## Step 8: Establish Metrics for Success for Your Financial Wellness Program

When planning your program, keep in mind how you are going to measure its effectiveness. A good way to do this is to make sure there is some kind of measureable outcome. This important step enables you to determine if the resources included in the program are being utilized and whether you are achieving the goals established for your program.

Using anonymous surveys before and after offering a benefit can be quite effective. A survey given to employees prior to launching your program should explore what topics to include in the program, while a post-launch employee survey would focus on employee satisfaction and behavior changes.

Consider looking at quantitative data and see how it changes over time. This might include things such as 401(k) participation, participation levels at different matching rates, loan utilization, absenteeism, and contributions to health savings accounts and flexible spending accounts.

Ask your employee assistance program provider to tell you how many employees participate in its financial education and counseling offerings, including website volumes, financial tool visits, phone outreach, and more. Also, if your company has or plans to develop a financial wellness website for employees, look at the web analytics to see what employees find of interest and if the volume of visitors is affected by other financial wellness benefits you provide.

Use the *Workplace Financial Wellness Program Planning Worksheet* on the next page to help organize your thinking about your program.

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## Workplace Financial Wellness Program Planning Worksheet

1. How does your human resources strategy support your organization's overall strategy?
2. What internal challenges and concerns do you face in implementing a workplace financial wellness program?
  - a. What resources are available to develop and maintain a financial wellness program?  
This could include things such as budget and staff.
  - b. What level of management support is behind implementing a program? What type of information do you need to educate them about the effects of employee financial stress on the organization? What are the benefits of a financial wellness program?
3. What financial challenges is your workforce facing?
  - a. What tools do you already have that allows you to communicate with your employees and for them to communicate with you?
  - b. What new tools can you use?
4. What financial education topics should you offer to address your workforce's unique challenges?
5. What financial wellness benefits do you already have that might be repurposed as part of a larger financial wellness program?
6. What other financial education resources are available in your community or sphere of operations that you could use?
7. What channels do you already have in place for delivering resources to your workforce? What new channels could you use?
8. What data do you already have that would help you measure the effectiveness of your program? What other data can you begin tracking?

# How to Launch a Workplace Financial Wellness Program

## Section Two: Why Financial Well-Being Matters

### *Background*

According to the 2016 FINRA Investor Education Foundation's National Financial Capability Study, more than one in five people in America (21 percent) have unpaid medical debt, 29 percent of 18- to 34-year olds with a mortgage have been late with a mortgage payment, and 50 percent of respondents say they do not have money set aside to cover expenses for three months.<sup>2</sup>

In light of these statistics, it is unrealistic to expect that employees can leave their financial worries at home and that the concerns will have no effect on employee performance in the workplace. This is where workplace financial wellness programs come in. Research has shown meaningful improvements in employees' financial well-being can be achieved – and stress reduced – by providing a few straightforward, cost-effective financial educational resources to employees.

### **Financial Wellness and Well-being<sup>3</sup>**

Financial wellness is a workplace benefit that helps employees fulfill their short-term and long-term needs and goals by giving them the knowledge, skills, tools, and resources to improve their financial well-being.

The CFPB defines financial well-being as a state of being in which a person can fully meet current and ongoing financial obligations, feels secure in their financial future, and can make choices that allow enjoyment in life.

Employees who have difficulty paying everyday expenses and recurring bills, or who have few options for improving their financial condition, or who feel that their financial condition limits their choices, can feel stress and that stress can carry over to the workplace. Telltale signs of financial stress include high levels of absenteeism, presenteeism, retirement plan loans, and payday advances. Because financial stress can also negatively impact job performance, the employer might experience difficulties with retention efforts and achieving performance goals, and higher health care costs.

### **Why Provide a Financial Wellness Program in the Workplace?**

Work is where many employees in America make critical decisions about how to allocate their wages to current needs, savings, insurance options, investment opportunities, and long-term goals. These decisions made without the proper knowledge can have an immediate negative effect on job performance and a life-long impact on the employee's financial well-being.

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<sup>2</sup> 2016 National Financial Capability Study, FINRA Investor Education Foundation (FINRA Foundation), <http://www.usfinancialcapability.org/>.

<sup>3</sup> "Financial well-being: The goal of financial education," Consumer Financial Protection Bureau, 2016, [http://files.consumerfinance.gov/f/201501\\_cfpb\\_report\\_financial-well-being.pdf](http://files.consumerfinance.gov/f/201501_cfpb_report_financial-well-being.pdf).

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Because of the complexity and changing nature of decisions employees have to make regarding benefits, it makes sense that employers provide employees with educational programs, tools, and materials that help them make better financial decisions based on their needs and circumstances.

## A Financial Wellness Program Is More than Retirement Planning

Often, a financial wellness program is mistakenly thought to be synonymous with either retirement benefits – such as a 401(k) plan – or a response to an employee’s specific or unexpected financial need. But it’s much more comprehensive; it proactively addresses an employee’s overall financial health.

HR professionals at several organizations that have successfully implemented financial education benefits programs found that their employees often lacked an understanding of financial concepts such as budgeting, compound interest, insurance coverage levels, investment options, and how to pay education costs. As a result, not only were employees reluctant to contribute to their retirement programs at the highest levels, they were often reluctant to participate at all because their financial well-being was so low.<sup>4</sup>

Rather than expending their limited resources on educating their employees about their retirement plans, the HR professionals refocused their efforts on providing tools and educational materials about topics such as investment planning; medical and health care costs planning; general budgeting guidance; privacy, security and fraud protection options; educational planning; credit restoration or repair resources; and home-buying information, among other topics.

Financial wellness is increasingly recognized as an important feature of an employee’s overall benefits package and can be used by employers for a competitive advantage with their retention and recruitment efforts. Because of the impact stress can have on an employee’s performance and job satisfaction, there is not only value in including financial wellness programs in employees’ benefit packages, it can help the organization, as well.

## Is There a Standard Financial Wellness Program?

Employee financial wellness programs come in all shapes and sizes. Every employee population is different. For a program to be beneficial, it should address your employees’ specific needs and interests.

Employees entering the workforce may be interested in managing student debt, starting a family, and purchasing homes. Mid-career employees may be interested in paying for their kids’ higher education, controlling health care costs, and starting to evaluate retirement options. Those approaching retirement may be focused on how they can get the most out of their retirement savings and benefits, caring for their aging parents, and planning their own long-term care.

For these reasons, employers should first understand their employees’ financial condition before designing and implementing a financial wellness program. Using the CFPB’s Financial Well-Being Scale can be an excellent way to measure your employees’ financial well-being. The scale

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<sup>4</sup> Parents Initiative 2015: Internal Report on Survey Results, CFPB.

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is designed to allow users to accurately and consistently quantify the extent to which someone's financial situation and the financial capability that they have developed provide them with security and freedom of choice.

The size of the sponsoring organization also matters when it comes to financial wellness programs. Large organizations may be better resourced to implement tailored programs to meet a diversity of needs among their employee populations. But small organizations can also implement effective programs by leveraging their relationships with benefit providers they are already working with, and by using the abundance of free information and resources available from nonprofit organizations and federal, state, and local government agencies. See Section Three on the next page of this resource guide for suggestions.

### A Workplace Financial Wellness Program Probably Costs Less Than You Think

The help employees are seeking does not need to be expensive or complicated to implement and maintain. An effective financial wellness program can simply be a more proactive, cost-effective method of delivering help that employers are already providing. A few hours of additional productivity per year or a one-day reduction in absenteeism per participant could be more than enough to cover the employer's per-person training and resource costs.

# How to Launch a Workplace Financial Wellness Program

## Section Three: Resources

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This section is intended to provide examples of financial education resources that employers may find helpful. The CFPB and FSR do not control or guarantee the accuracy of this outside information. The inclusion of third-party resources in this document does not necessarily reflect the CFPB or FSR's endorsement of the third party, the views expressed on the site, or products or services offered on the site. The CFPB and FSR have not vetted these third parties, their content, or any products or services they may offer. There may be other possible entities that are not listed that may also serve your needs.

### Online Tools and Resources

For employers seeking easily shared resources aligned around important financial decisions, these websites—organized by topic—can provide no-cost, objective tools for employees.

#### Earn

Website: [Tax Withholding Calculator](#)

This calculator can help you determine the most appropriate withholding for your Form W-4.  
<https://www.irs.gov/individuals/irs-withholding-calculator>

Report: [Top 10 Ways to Make Your Health Benefits Work for You](#)

These 10 tips can help make your health benefits work better for you.

<https://www.dol.gov/sites/default/files/ebsa/about-ebsa/our-activities/resource-center/publications/10working4you.pdf>

Website: [What are FICA and SECA taxes?](#)

The law requires employers to withhold taxes from employee earnings to fund the Social Security and Medicare programs. This site provides information on how the taxes are calculated.  
<https://faq.ssa.gov/link/portal/34011/34019/Article/3815/What-are-FICA-and-SECA-taxes>

#### Save and Invest

Website: [Investor.gov](#)

An online portal sponsored by the Securities and Exchange Commission providing a comprehensive suite of tools to help investors achieve their investment goals.  
<https://www.investor.gov/>

Website: [Social Security Retirement Estimator](#)

The Retirement Estimator gives estimates based on your actual Social Security earnings record.  
<https://www.ssa.gov/retire/estimator.html>

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Website: [Retirement: Secure Your Future](#)

From Iowa State University Extension, Retirement: Secure Your Future resources are designed to help people make decisions as they head toward retirement. Resources are available in the form of workshops, a publication series, and mini-module recordings.

<http://www.extension.iastate.edu/humansciences/retirement>

## Protect

Report: [List of Consumer Reporting Companies](#)

Download a list prepared by the CFPB of consumer reporting companies that collect information and provide reports to other companies about individuals. Knowing how to contact consumer reporting agencies makes it easier for employees to take advantage of their legal rights to obtain the information in their consumer reports, and dispute report inaccuracies.

[http://files.consumerfinance.gov/f/201604\\_cfpb\\_list-of-consumer-reporting-companies.pdf](http://files.consumerfinance.gov/f/201604_cfpb_list-of-consumer-reporting-companies.pdf)

Website: [Property Insurance](#)

Learn about the different types of insurance for property.

<https://www.usa.gov/property-insurance>

Website: [Identity Theft](#)

This Federal Trade Commission website provides tips and resources to help individuals protect themselves against identity theft.

<https://www.consumer.ftc.gov/features/feature-0014-identity-theft>

## Spend

Website: [Money Smart Podcasts](#)

These podcasts from the Federal Deposit Insurance Corporation are designed for a person on the go. They are short and cover topics such as basics of checking accounts and developing a saving and spending plan.

<https://fdic.gov/consumers/consumer/moneysmart/audio/index.html>

Website: [Paying for College](#)

Online resources from the CFPB to help individuals make informed financial decisions about paying for college expenses, and about programs for repaying student loan debt.

<http://www.consumerfinance.gov/paying-for-college/>

Website: [Answers About Bank Accounts](#)

This website by the Department of the Treasury covers a broad range of banking topics to help individuals navigate an array of banking products.

<https://www.helpwithmybank.gov/get-answers/bank-accounts/index-bank-accounts.html>

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## Borrow

Website: [Owning a Home](#)

Using this web-based resource from the CFPB, homebuyers can learn what to expect and what questions to ask during the home financing and buying process. It also provides tools and resources to help individuals as they choose a home mortgage.

<http://www.consumerfinance.gov/owning-a-home/>

Website: [FTC Consumer Information: Credit and Loans](#)

Tips that can help an individual choose a credit card or evaluate whether offers of credit and loans are on the up and up.

<https://www.consumer.ftc.gov/topics/credit-and-loans>

Website: [Getting an Auto Loan](#)

This CFPB website helps auto loan borrowers save money, reduce stress, and shop for the auto loan that is right for them.

<http://www.consumerfinance.gov/consumer-tools/auto-loans/>

## Resources for Parents

Website: [Money as You Grow](#)

Activities and conversation starters to help children develop money skills, habits, and attitudes that can serve them well as adults.

<http://www.consumerfinance.gov/money-as-you-grow/>

Website: [Jump\\$tart Clearinghouse](#)

A comprehensive online library of financial education resources for teachers, parents, caregivers, and anyone committed to financial smarts for students.

<http://clearinghouse.jumpstart.org/>

## State Government Resources

Website: [NASAA Investor Education](#)

A variety of online investor education resources for investors of all levels of experience provided by the North American Securities Administrators Association (NASAA) and its members.

<http://www.nasaa.org/investor-education/>

Website: [NAIC Consumer Information Source](#)

The National Association of Insurance Commissioners (NAIC) provides information about insurance companies that can be used before purchasing insurance.

<https://eapps.naic.org/cis/>



# How to Launch a Workplace Financial Wellness Program

Website: [NAST State's Financial Literacy Pages](#)

This site provides a listing of individual state's financial education resources compiled by the National Association of State Treasurers.

<http://nast.org/financial-literacy/financial-literacy-resources/>

## Financial Literacy Resources

Website: [Mymoney.gov](#)

Website by the federal Financial Literacy and Education Commission that provides links to helpful resources for making financial decisions. It includes calculators, budget worksheets, and planning checklists.

<http://www.mymoney.gov/>

Website: [Ask CFPB](#)

An online tool from the CFPB that provides hundreds of clear, impartial answers to financial questions of all types.

<http://www.consumerfinance.gov/askcfpb/>

Website: [FSR/CFPB Workplace Financial Literacy](#)

This website highlights financial education initiatives and offerings from FSR member companies and from the CFPB.

<http://fsroundtable.org/category/finlit-workplace/>

Website: [SaveandInvest.org](#)

Online financial education resources compiled by FINRA that include learning materials, tools, guides, articles, and research to help educators better understand investor needs and preferences.

<https://www.saveandinvest.org/>

Website: [Financial Workshop Kit](#)

Workshops, tools, and other resources provided by the National Endowment for Financial Education (NEFE) that can be used separately or together to help people make the best financial decisions for their values and unique circumstances.

<http://www.financialworkshopkits.org/>

Website: [My Retirement Paycheck](#)

This National Endowment for Financial Education (NEFE) website takes a holistic approach to helping individuals understand how to manage their finances in retirement.

<http://www.myretirementpaycheck.org/>

Website: [Money Smart - A Financial Education Program](#)

Money Smart is a comprehensive financial education curriculum designed to help low- and moderate-income individuals outside the financial mainstream enhance their financial skills and create positive banking relationships. The curriculum is available free of charge in several versions.

<https://www.fdic.gov/consumers/consumer/moneysmart/>

# How to Launch a Workplace Financial Wellness Program

Website: Women's Institute for a Secure Retirement (WISER)

WISER offers a variety of consumer publications including fact sheets, booklets, and a quarterly newsletter that explain in easy-to-understand language the complex issues surrounding Social Security, divorce, pay equity, pensions, savings and investments, banking, home-ownership, and long-term care and disability insurance.

<http://wiserwomen.org/>

Report: Public Service & Student Debt

An analysis by the CFPB of existing benefits and options for public service organizations regarding student loan repayment programs for their employees.

[http://files.consumerfinance.gov/f/201308\\_cfpb\\_public-service-and-student-debt.pdf](http://files.consumerfinance.gov/f/201308_cfpb_public-service-and-student-debt.pdf)

Report: Employer's Guide to Assisting Employees with Student Loan Repayment

A toolkit developed by the CFPB to help school districts, nonprofit organizations, and other public service employers qualify their employees for existing student loan repayment benefits, including Public Service Loan Forgiveness.

[http://files.consumerfinance.gov/f/201409\\_cfpb\\_pslf\\_toolkit\\_employers.pdf](http://files.consumerfinance.gov/f/201409_cfpb_pslf_toolkit_employers.pdf)

Website: 360 Degrees of Financial Literacy

360 Degrees of Financial Literacy is a free program provided by the nation's certified public accountants to help people understand their personal finances through every stage of life.

<http://www.360financialliteracy.org/>

Website: Smart About Money

From the National Endowment for Financial Education, Smart About Money is a free, unbiased resource where you can find in-depth personal finance courses, articles, calculators, and tips to help you manage your money through life's ups and downs.

<https://www.smartaboutmoney.org/>

Website: Financial Entertainment

Financial Entertainment is a library of free online and mobile games, designed and developed by Commonwealth, that aim to improve personal financial capability, knowledge, and self-confidence.

<https://www.financialentertainment.org/>

## Case for Financial Literacy

Website: Benefits of Workplace Comprehensive Financial Education

Overview from the University of Minnesota that addresses the benefits employers, employees, and society receive when employers provide comprehensive financial education in the workplace. Links to additional resources are also provided.

<https://arkwm.com/wp-content/uploads/2015/11/Benefits-of-Workplace-Comprehensive-Financial-Education--About-Personal-Finance--Personal-Finance--Family--University-of-Minnesota-Extension.pdf>

# How to Launch a Workplace Financial Wellness Program

## Report: Financial Wellness at Work

The CFPB report on how innovative companies are leveraging technology, peer-to-peer relationships, and other promising practices to find low-cost, high-impact ways to promote financial wellness at work. This report is a resource for employers, nonprofits, and others interested in establishing financial wellness programs in the workplace.

<http://www.consumerfinance.gov/data-research/research-reports/financial-wellness-at-work/>

## Report: Financial Well-Being and Financial Well-Being Scale

This CFPB report provides a conceptual framework for defining and measuring success in financial education by delivering a proposed definition of financial well-being, and insight into the factors that contribute to it.

<http://www.consumerfinance.gov/data-research/research-reports/financial-well-being/>

## Campaigns and Public Awareness

### Website: Save 10

Save 10 is a business-to-business, peer-to-peer effort to encourage employers to enable their workers to save 10% of their income for a secure retirement. The Save 10 initiative reinforces a “Save 10” rule of thumb and recognizes employers who put their employees on the path to saving at least 10% of their income. Automatic enrollment and automatic contribution escalation are encouraged, to help employees reach their savings goals.

<http://save10.org/>

### Website: America Saves

A campaign managed by the nonprofit Consumer Federation of America that uses the principles of behavioral economics and social marketing to motivate, encourage, and support low- to moderate-income households to save money, reduce debt, and build wealth.

<https://americasaves.org/>