



# Communications Guide & Calendar

Promoting MSA (My Secure Advantage®) just got easier!

Engage employees in their financial well-being benefit all year long! See the monthly MSA Live calendar paired with popular financial topics. Click on related tools, like flyers and blog articles, to spread the word about how MSA can help. Each flyer is editable so you can insert your branding and MSA landing page.

## What's inside:

[MSA | Spread The Word!](#)

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[Financial Topics](#)

## MSA | Spread The Word!

Employees' familiarity with the MSA benefit is key to taking their first step toward improved financial well-being.

### Highlight Videos

- Introduction
- Benefit Overview
- Digital Platform

### Flyers

- FAQ
- Summary
- Welcome
- Here Every Year
- Money Coaching
- Assessment
- ID & Monitoring
- MSA Wallet®

### MSA Overview

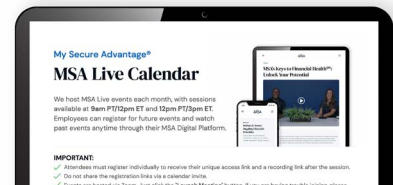
- Brochure
- Poster
- TV Screen

## Spanish Collateral

We offer a variety of financial collateral in Spanish. Learn more [here](#).

## MSA Live Calendar

Promote the upcoming MSA Live events by clicking [here](#).



#### IMPORTANT:

- ✓ Attendees must register individually to receive their unique access link and a recording link after the session.
- ✓ Do not share the registration links via a calendar invite.
- ✓ Events are hosted via Zoom. Just click the "Launch Meeting" button. If you are having trouble joining, please use the "Join from Your Browser" link that is below the Launch Meeting button on the confirmation page.
- ✓ Register, even if you cannot attend the live event, to receive an email with the recording link.

## Blog Articles

Interested in sharing timely, topic-specific articles with your workforce? Check out the MSA Blog [here](#).





# Promotional Calendar

Popular financial topics that complement the monthly MSA Live events.

2024

## January

Work on organizing your finances for a great new year.

Flyer

Blog Article

9<sup>th</sup>

MSA Live  
**Dollars & Sense: Juggling Financial Priorities**

Register here: 9am PT/12pm ET

12pm PT/3pm ET



**Juggling Your Cash**

Flyer

25<sup>th</sup>

MSA Live  
**Practical Money Tips for Parenting**

Register here: 9am PT/12pm ET

12pm PT/3pm ET



**New Parent**

Flyer

2024

## February

Tax season is here – and so are MSA Tax Specialists!

Flyer

Blog Article

13<sup>th</sup>

MSA Live  
**Retirement: Getting Started**

Register here: 9am PT/12pm ET

12pm PT/3pm ET



**Retirement Reworked**

Flyer

29<sup>th</sup>

MSA Live  
**Smart Tax Moves: Understanding Tax Returns**

Register here: 9am PT/12pm ET

12pm PT/3pm ET



**Taxes | MSA Tax Prep Offerings**

Assisted Flyer

DIY Flyer



2024

# March

Credit is a critical part of personal finance. Here are tools to help.

[Flyer](#)

[Blog Article](#)

12<sup>th</sup>

MSA Live  
**Women & Money**

Register here: [9am PT/12pm ET](#)

[12pm PT/3pm ET](#)



**Money-Savvy Women**

[Flyer](#)

28<sup>th</sup>

MSA Live  
**Unlocking the Power of Your Credit**

Register here: [9am PT/12pm ET](#)

[12pm PT/3pm ET](#)



**Credit Card Debt**

[Flyer](#)

2024

# April

Celebrate Financial Literacy Month with MSA!

[Flyer](#)

[Blog Article](#)

9<sup>th</sup>

MSA Live  
**MSA's Keys to Financial Health<sup>SM</sup>: Unlock Your Potential**

Register here: [9am PT/12pm ET](#)

[12pm PT/3pm ET](#)



**MSA Here Every Year**

[Flyer](#)

25<sup>th</sup>

MSA Live  
**Investing Basics: Growing Your Wealth**

Register here: [9am PT/12pm ET](#)

[12pm PT/3pm ET](#)



**Investing**

[Flyer](#)

2024

# May

It's Mental Health Awareness Month, and MSA is here to help.

[Flyer](#)

[Blog Coming Soon](#)

14<sup>th</sup>

MSA Live  
**Balancing Your Financial & Emotional Well-being**

Register here: [9am PT/12pm ET](#)

[12pm PT/3pm ET](#)



**Money Coaching**

[Flyer](#)

30<sup>th</sup>

MSA Live  
**Smart Money Moves: Tips for Major Purchases**

Register here: [9am PT/12pm ET](#)

[12pm PT/3pm ET](#)



**Making Large Purchases**

[Flyer](#)

2024

# June

Navigate relationships and financial well-being with MSA.

[Flyer](#)

[Blog Coming Soon](#)

11<sup>th</sup>

MSA Live  
**Relationships & Money**

Register here: [9am PT/12pm ET](#)

[12pm PT/3pm ET](#)



**Blending Families**

[Flyer](#)

27<sup>th</sup>

MSA Live  
**Investing Resources: Professionals vs. DIY**

Register here: [9am PT/12pm ET](#)

[12pm PT/3pm ET](#)



**Employer Stock Incentive Plans**

[Flyer](#)

2024  
**July**

Check out MSA's resources for a more confident retirement.

[Flyer](#)

[Blog Coming Soon](#)

9<sup>th</sup>

MSA Live  
**Managing Financial Needs of Children & Aging Parents**

Register here: [9am PT/12pm ET](#)

[12pm PT/3pm ET](#)



**Sandwich Generation**

[Flyer](#)

25<sup>th</sup>

MSA Live  
**Investing Spotlight: Your Long-Term Strategy**

Register here: [9am PT/12pm ET](#)

[12pm PT/3pm ET](#)



**Market Volatility**

[Flyer](#)

2024  
**August**

Learn about insurance and protecting finances for the unexpected.

[Flyer Coming Soon](#)

[Blog Coming Soon](#)

13<sup>th</sup>

MSA Live  
**Insurance Basics: Protecting Your Future & Assets**

Register here: [9am PT/12pm ET](#)

[12pm PT/3pm ET](#)



**Assessment & Action Plan**

[Flyer](#)

29<sup>th</sup>

MSA Live  
**Retirement: Social Security Decisions**

Register here: [9am PT/12pm ET](#)

[12pm PT/3pm ET](#)



**Social Security, Medicare & Taxes**

[Flyer](#)

2024

# September

Prep for the holidays with MSA resources on spending and budgets.

Flyer Coming Soon

Blog Coming Soon

10<sup>th</sup>

MSA Live  
**Planning for College 101**

Register here: 9am PT/12pm ET

12pm PT/3pm ET



Planning for College

Flyer

26<sup>th</sup>

MSA Live  
**Employee Benefits: Smart Choices, Brighter Future**

Register here: 9am PT/12pm ET

12pm PT/3pm ET



Healthcare Benefits

Flyer

2024

# October

It's open enrollment! See how MSA can help employees.

Flyer Coming Soon

Blog Coming Soon

8<sup>th</sup>

MSA Live  
**Estate Planning: Financial Basics**

Register here: 9am PT/12pm ET

12pm PT/3pm ET



Estate Planning

Flyer

31<sup>st</sup>

MSA Live  
**Smart Money Moves: Holiday Planning**

Register here: 9am PT/12pm ET

12pm PT/3pm ET



Holiday Season

Flyer

2024

# November

It's not too late to achieve financial goals. Move forward with MSA.

Flyer Coming Soon

Blog Coming Soon

12<sup>th</sup>

MSA Live  
Retirement: Understanding Medicare

Register here: 9am PT/12pm ET

12pm PT/3pm ET



Social Security, Medicare & Taxes

Flyer



MSA Wallet®

Flyer

2024

# December

Need help with taxes, Giving Tuesday, or EOY planning? We've got you.

Flyer Coming Soon

Blog Coming Soon

10<sup>th</sup>

MSA Live  
Smart Tax Moves: Opportunities to Save

Register here: 9am PT/12pm ET

12pm PT/3pm ET



Taxes & End of Year Planning

Flyer



Get Organized

Flyer





# Financial Topics

Here is an index of flyers to share with your employees so they can increase their financial know-how and learn about the ways MSA can help. Some topics have other collateral options, like posters or TV screens. Ask your Customer Success Coordinator about availability.

## Life Events

### Adulting

[Flyer](#)

### Blending Families

[Flyer](#)

### Caring for Aging Loved Ones

[Flyer](#)

### Dealing with Illness or Disability

[Flyer](#)

### Divorce

[Flyer](#)

### Getting Married

[Flyer](#)

### Health Emergencies

[Flyer](#)

### Losing a Family Member

[Flyer](#)

### Maternity Leave 101

[Flyer](#)

### New Job, Benefits & Paycheck

[Flyer](#)

### New Parent

[Flyer](#)

### Relationships & Financial Well-being

[Flyer](#)

### Retirement Reworked

[Flyer](#)

### Sandwich Generation

[Flyer](#)

### Supporting Adult Children

[Flyer](#)

## Natural Disasters

### Fire | Steps to Take

[Flyer](#)

### Flood | Steps to Take

[Flyer](#)

### Hurricane | Steps to Take

[Flyer](#)

## Personal Finance

### Buying a Home

Flyer

### Credit

Flyer

### Credit Card Debt

Flyer

### Data Breach

Flyer

### Employer Stock Incentive Plans

Flyer

### Estate Planning

Flyer

### Handling a Financial Windfall

Flyer

### Health Savings Account

Flyer

### Healthcare Benefits

Flyer

### Inflation

Flyer

### Investing

Flyer

### Juggling Your Cash

Flyer

### Making Large Purchases

Flyer

### Managing Student Loans

Flyer

### Market Volatility

Flyer

### Money-Savvy Women

Flyer

### Planning for College

Flyer

### Social Security, Medicare & Taxes

Flyer

### Tax Decisions

Flyer

### Taxes | IRS Form W-4

Flyer

### Working Through a Financial Hardship

Flyer

## Seasonal Topics

### Financial Literacy Month

Flyer

### Get Organized

Flyer

### Holiday Season

Flyer

### Mental Health Awareness Month

Flyer

### New Year, New You

Flyer

### Open Enrollment

Flyer

### Taxes | End of Year Planning

Flyer

### Taxes | MSA Tax Prep Offerings

Assisted Flyer

DIY Flyer

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