



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!](#)

[Spanish Collateral](#)

[MSA Live Calendar](#)

[Blog Articles](#)

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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

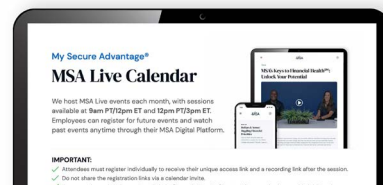
[Brochure](#)[Poster](#)[TV Screen](#)

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](#)

9th

MSA Live
Dollars & Sense: Juggling Financial Priorities

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

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



Juggling Your Cash

[Flyer](#)

25th

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](#)

13th

MSA Live
Retirement: Getting Started

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

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



Retirement Reworked

[Flyer](#)

29th

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 Coming Soon](#)

12th

MSA Live Women & Money

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

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



Money-Savvy Women

[Flyer](#)

28th

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 Coming Soon](#)

9th

MSA Live MSA's Keys to Financial HealthSM: Unlock Your Potential

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

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



MSA Here Every Year

[Flyer](#)

25th

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](#)

14th

MSA Live

Balancing Your Financial & Emotional Well-being

Register here:

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

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



Money Coaching

[Flyer](#)

30th

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](#)

11th

MSA Live

Relationships & Money

Register here:

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

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



Blending Families

[Flyer](#)

27th

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 Coming Soon

Blog Coming Soon

9th

MSA Live

Managing Financial Needs of Children & Aging Parents

Register here: 9am PT/12pm ET

12pm PT/3pm ET



Sandwich Generation

Flyer

25th

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

13th

MSA Live

Insurance Basics: Protecting Your Future & Assets

Register here: 9am PT/12pm ET

12pm PT/3pm ET



Assessment & Action Plan

Flyer

29th

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

10th

MSA Live Planning for College 101

Register here: 9am PT/12pm ET

12pm PT/3pm ET



Planning for College

Flyer

26th

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

8th

MSA Live Estate Planning: Financial Basics

Register here: 9am PT/12pm ET

12pm PT/3pm ET



Estate Planning

Flyer

31st

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

12th

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

10th

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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