

ICMA-RC Launches Second Phase of Successful Go Paperless Initiative



(1888PressRelease) ICMA-RC is an independent financial services corporation focused on providing retirement plans and related services for more than 920,000 public employees and approximately 9,000 retirement plans.

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Washington, DC; Sept. 20, 2010-Joan McCallen, President and CEO of ICMA-RC, is proud to announce the second phase of the Go Paperless initiative. Through the Go Paperless initiative, ICMA-RC is working with public sector employers and employees to receive notification and updates about their account via email and view their statements and other plan information online.

"The ICMA-RC Go Paperless initiative is based on interest from participants and plan sponsors who are looking at ways to decrease their impact on the environment and make their processes secure and convenient," Joan McCallen, President and CEO said.

The first phase of the Go Paperless initiative, the "I Could Have Been An Email" campaign was launched in spring 2009 and integrated more than 18 different communications to reinforce the benefits of going paperless.

This phase was extremely successful with 18 percent of ICMA-RC participant accounts opting for online confirms and statements as of August 31, 2010 - up from five percent when the campaign was first launched.

In addition, the campaign has been recognized with three national communication awards including the Communicator Awards "Award of Distinction" in the marketing effectiveness category.

The second phase of the Go Paperless initiative, will launch at the end of September and introduces a new campaign theme - "Paper Retires" - which focuses primarily on plan sponsor adoption of paperless options. It was developed specifically for plan sponsor decision makers who have the option of signing up their plans to go paperless. This new phase introduces an icon named "Paper," who has helped ICMA-RC and its clients for the past 38 years and is now looking forward to retirement. The campaign will incorporate multiple traditional and non-traditional communications tactics.

"I am pleased that in a little more than a year's time, together with our clients, we have saved more than 50 million sheets of paper through various paper reduction initiatives to include Go Paperless," McCallen said. "Looking to the future, I am very excited about the next phase of the Go Paperless initiative and helping our public sector clients make managing their retirement savings more convenient and environmentally friendly."

The ICMA-RC Go Paperless initiative is an exciting two-phase client marketing campaign that is rolling out its second phase - Paper Retires - at the end of September. The ICMA-RC campaign has been extremely successful thus far with over 200,000 accounts signing up to go paperless since it launched in the spring of 2009.

About ICMA-RC

ICMA-RC is an independent financial services corporation focused on providing retirement plans and related services for more than 920,000 public employees and approximately 9,000 retirement plans. Its mission is to help build retirement security for public employees by providing investment tools, financial education, and other retirement-related services. The corporation also works to ease the administrative responsibility of local governments that offer these benefits to their employees. For more information visit www.icmarc.org

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