

# 20 26

## member email calendar

### Essential

Administration communication that meets CAP guidelines

### Engage

Education on plan benefits and features

Campaign	Audience	Purpose	Q1	Q2	Q3	Q4
Year-end statements, Tax receipts	Retirement & Savings	Essential	✓			
RxFoods	Benefits	Engage	✓			
RRSP deadline	Retirement & Savings	Essential, Engage*	✓			
Decumulation campaign	Retirement & Savings	Engage*	✓	✓		
Saving for Life webinar invitations	Retirement & Savings	Engage	✓	✓	✓	✓
Saving for Life newsletters	Retirement & Savings	Engage		✓		✓
Living Well newsletters	Benefits	Engage		✓		✓
Age 71 turn savings to income deadline	Retirement & Savings	Essential		✓		
Beneficiary education	Retirement & Savings	Essential		✓		

\*Member marketing opt-in required through My Canada Life at Work

These communications are delivered to all members who have registered for My Canada Life at Work™.