



Digital Toolkit Program

CalSavers is California's retirement savings program for workers who do not have a way to save for retirement at work. With CalSavers, program participants automatically contribute a portion of each paycheck to an Individual Retirement Account (IRA) that follows them from job to job. The Program is free to facilitate for employers, has no employer fiduciary responsibilities, and is simple to administer.

Eligibility

Employers are required to register with CalSavers and offer the program to their employees if they have 1 or more employees and do not sponsor a qualified retirement plan. Employees are not required to participate and may opt out of CalSavers at any time. Employers are exempt from the mandate to facilitate CalSavers if they are government, tribal, or religious organizations. Employers that do not comply with the CalSavers mandate are subject to financial penalties.

Outreach Recommendations

- 1 Sample Content** (Available in [English](#), [Spanish](#), and [Chinese](#))
Use this sample content to inform your community about the benefits of CalSavers. Share it through your district communications, emails, newsletters, or legislative website. Program participant-oriented content is also available in [English](#), [Spanish](#), and [Chinese](#).
- 2 Newsletter** (Available in [English](#) or [Spanish](#))
Include this pre-written newsletter in your next email outreach campaign. It briefly informs your community about CalSavers.
- 3 Program Brochure** (Available in [English](#) or [Spanish](#))
Print this brochure to keep in your office. It gives an informative overview of CalSavers.
- 4 Webinar** (Available in [English](#) and [Spanish](#); Mandarin/Cantonese upon request)
Coordinate with our outreach team to host a webinar to engage your community interactively about CalSavers.
- 5 Social Media**
Follow our accounts on all platforms and share our content with your community. Or take our sample web content referenced above to make your own post and tag us.
- 6 Local Outreach**
Work with CalSavers staff to amplify outreach efforts among community organizations and business leaders in your area.

Additional Resources

Social Media
[Instagram](#) | [Facebook](#)
[LinkedIn](#) | [YouTube](#) | [X](#)

Digital Toolkit
[Link to Digital Toolkit](#)

Contact
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Access downloadable digital toolkits and more at www.treasurer.ca.gov/SP4I/programs.asp!

