

# DEFERRED COMPENSATION PLAN BOARD REPORT 09-30



Date: April 30, 2009  
To: Board of Deferred Compensation Administration  
From: Staff  
Subject: 2009 Enrollment Initiative: Targeted Enrollment Campaign – Animal Services

*Members*  
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## Recommendation:

That the Board of Deferred Compensation Administration receive and file the following information regarding a targeted enrollment campaign for the Department of Animal Services.

## Discussion:

As part of the 2009 Enrollment Initiative, staff and Great-West are pleased to present the promotional components for the Animal Services Targeted Enrollment campaign building off the City's new "Premiere" marketing materials. The campaign focuses on becoming a Retirement Hero. Similar to other heroes, our Retirement Hero will "save the day," or in this case "save for a future day" by assuming the catch phrase, "I Am Future Saver". The materials detail specific times and locations where the information meetings will be held.

The goal of this campaign is to use marketing materials engaging enough to break through the "marketing clutter" of current times. Preliminary feedback from the captains at the various centers has been extremely positive.

The attached materials include the following:

- (a) a postcard and redemption ticket (for a free candy bar or popcorn bag) mailed to the non-participant group inviting their attendance to an upcoming information meeting;
- (b) posters and signs in all of the Department's facilities advertising the campaign and meeting;
- (c) labels for the candy bars and popcorn bags.

We are hopeful that this design will pique the interest of our current and prospective participants and result in a successful campaign in achievement of our stated objectives. Staff will compare the pre- and post-campaign rates to determine whether the marketing goal met the stated objective. The results will be presented to the Board following the campaign, which will take place between June 2 – July 30, 2009.

Submitted by: \_\_\_\_\_  
Natasha Zuvich

Reviewed by: \_\_\_\_\_  
Steven Montagna

Approved by: \_\_\_\_\_  
Alejandrina Basquez

