Helping Millennials Understand the Value of Equity Compensation

A skeptical demographic:
- Just 50% invest in the stock market
- Only 36% understand the value of equity compensation

Potential reasons Millennials are hesitant to participate in equity compensation plans:
1. Stock market volatility
2. Uncertainty around the company’s financial performance
3. Confusion about the long-term value of equity compensation

Keep your message about equity compensation simple.

Start with the basics:
- How equity compensation works
- What their options are
- What happens if they decide to sell
- Whether they can diversify

Finish with the benefits:
- Gives them a stake in the success of the company
- Can help them pursue their long- and short-term goals
- Taps into the power of compounding interest

Choose messaging styles that are:
- Mobile-friendly
- Casual
- Scannable
- Varied: text, email, blog, video

Reiterate benefits periodically:
- New hire orientation
- 90-day follow-up
- Tax season
- Enrollment periods
- Year-end

Put our experience to work for you.
TD Ameritrade Stock Plan Services can help you communicate the value of your equity compensation plan to every participant.

Contact us today:
call: 800-811-9650    email: stock-plan-services@tdameritrade.com    visit: tdameritrade.com/stockplans

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