

# National Payroll Week • September 3-7, 2012

## America Works Because We're Working for America®

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National Payroll Week (NPW) 2012 was a resounding success, with record-breaking achievements across the entire campaign including far-reaching media and advertising campaigns, increased survey participation, and fantastic community outreach.

### Online Survey Success

The 10th annual “Getting Paid In America” online survey remained incredibly popular with more than 30,600 responses. The survey is an invaluable resource to help APA bring more attention to the efforts of the payroll industry and better serve America’s employees.

### Community Education and Outreach Efforts

During National Payroll Week, members of the American Payroll Association’s more than 150 local chapters and more than 20,000 members present important financial literacy information to school and civic groups, participate in community service initiatives, and use local media to reach out to our nation’s workforce and the workers of tomorrow.

NPW 2012 saw the seventh MasterCard Money Matters National Education Day (MMNED). On this special day, nearly 40,000 students were taught by over 650 APA members who volunteered to teach teens in their communities the ins and outs of a paycheck utilizing a specialized lesson plan created by the APA and the National Council on Economic Education.

For MMNED, APA teams up with MMNED sponsor MasterCard to offer four education scholarships to students who passed a payroll quiz after viewing a video on payroll-related issues at [www.nationaleducationday.com](http://www.nationaleducationday.com). The scholarships included one grand prize scholarship of \$5,000, and three winners of \$1,000 scholarships each.

### APA Documentary

To commemorate the APA’s 30<sup>th</sup> Anniversary, APA and Diamond Sponsor ADP teamed up to create an educational documentary on the importance of payroll and its impact on the lives of most every worker.

The documentary, hosted by Joan Lunden, was distributed to public television stations, reaching an estimated 60 million households.

### NPW Advertising Accomplishments

The 2012 NPW advertising campaign hit new heights, reaching a total of 97.1 million people. A 30 second television commercial aired on NBC’s “The Today Show,”

MSNBC’s “Hardball with Chris Matthews” and on the Fox Cable Networks. Top publications like *The New York Times Magazine* and *USA TODAY* published the eye-catching NPW print ad. In addition, image and text ads appeared on leading industry and high-traffic consumer websites, including Facebook.com, LinkedIn.com, WashingtonPost.com, CNN.com, WSJ.com, NYTimes.com, USNews.com, MarketWatch.com, Salon.com, and Blogspot.com, among others. APA also sponsored a drive-time radio sponsorship of the very popular National Public Radio program Marketplace.

### Positive Press Coverage

National media coverage for NPW reached millions in 2012. The dynamic public relations campaign received coverage in print, online, on radio, and on television. Highlights of the coverage NPW received are outlined below:

- CNN’s “Starting Point” reported results from the NPW “Getting Paid In America” survey to its audience of more than 241,000 viewers. The report appeared on the show throughout the weeks following NPW.
- Forbes published the story “8 Opportunities in Your Paycheck You May Be Missing,” which prominently mentioned National Payroll Week and provided many of the financial literacy tips seen on the NPW website. The article also appeared on many consumer websites including Yahoo!, reaching a potential audience of over 38.9 million.
- The largest daily newspaper in the United States, USA TODAY, ran three Snapshots of NPW survey results on the front page of its Money section. USA TODAY is delivered to 1.8 million subscribers daily.
- The newswire service Reuters reported on a statistic from the NPW “Getting Paid In America” survey. The article, “More than two thirds in U.S. live paycheck to paycheck: survey,” spawned more than a 100 additional placements on news sites including The Huffington Post, USNews.com, Yahoo!, The Washington Examiner and Chicago Tribune, among others, reaching a potential audience of over 110 million.
- NPW on the Radio. San Antonio radio station WOAI AM interviewed APA on results from the NPW “Getting Paid In America” survey. The interview was aired during the station’s morning drive time and replayed throughout the week, and was also posted on the station’s website. The radio story was heard by San Anto-

nio’s largest radio news audience and the online article reached a potential audience of over 53,600.

In addition, APA created a 60 second audio news release on Money Matters National Education Day. The campaign was a big success, reaching an estimated 9.5 million radio listeners across the country during the week of NPW.

- NPW in Times Square. NPW was promoted in Times Square on the giant Reuters video billboard throughout NPW during rush hour. The highly visible billboard proudly displayed the NPW logo and encouraged consumers to recognize their payroll professionals.
- Survey Press Releases. Results from the NPW survey were used to create three press releases highlighting various results from the survey. Each release included at least one quote from an NPW sponsor. The three releases reached a potential audience of over 488.7 million readers.

**NPW Supporters**

The NPW Supporter initiative gained grassroots support from some of the most recognizable companies

in America. Notable NPW Supporters for 2012 included 3M, AT&T, T-Mobile, General Mills, MOM Brands, Shell Oil and Starbucks, among others. NPW Supporters agree to spread the NPW message and recognize their payroll professionals. In return, APA recognizes their support on the NPW website, in PAYTECH, and in the NPW video. A total of 72 top businesses pledged their support and promised to spread the NPW message.

In 2012, APA and APA local chapters sent letters to all state governors requesting a show of support for National Payroll Week. As a result, 20 states issued proclamations for NPW. APA local chapters also received 123 proclamations in their cities and states, for a grand total of 143 proclamations issued across the country.

**NPW Web Site**

The NPW Web site was actively promoted as a year-round resource for paycheck-related information. Traffic to this site continues to grow. This year, www.nationalpayroll-week.com received 124,558 impressions from September 3-7. For the entire campaign from May – September, the Web site received 471,745 impressions.

**NPW Sponsorship**

National Payroll Week is grateful for the support of numerous corporate sponsors from the payroll and business community. Their ongoing support has made NPW’s continued growth every year since its inception in 1996 possible. Our thanks to the following organizations for their continued support of NPW:

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