



Community Financial Education Campaign

Sponsors Fulfill Their Organizational Objectives as They Support the Financial Literacy Movement

Financial illiteracy has reached epidemic proportions in our country, causing major problems at both the community and national levels. Dealing with financial issues has a direct impact on one's emotional state, work productivity, stress levels, and relationships. Financial worries are the top reason students decide to drop out of college. This epidemic hurts not only individuals, but the whole community.

But we didn't just come to you with a problem: we're here to offer a partial solution. With the support of our community leaders, we can raise awareness about financial literacy while empowering citizens with practical money skills.

We are bringing a comprehensive financial literacy campaign to the community and we need your support. The campaign includes both financial education resources and a high-profile awareness initiative. The benefits package helps sponsoring organizations accomplish their own business objectives while they empower citizens in their community with knowledge about personal finances.

1) Education

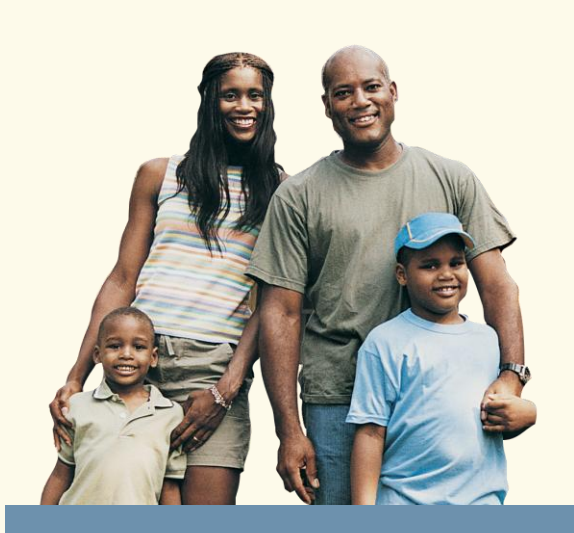
Delivering a real world financial education to the community.

2) Awareness

Raising awareness for the financial literacy campaign and our sponsors.

3) Sustainability

Delivers a measureable ROI to our sponsors & supporters.



"I have received constant e-mails. The buzz seems to be growing instead of slowing down. I love that the community I have lived in for so long has been blessed by all of this. Thank you so much for all you do. What you have put together is great."

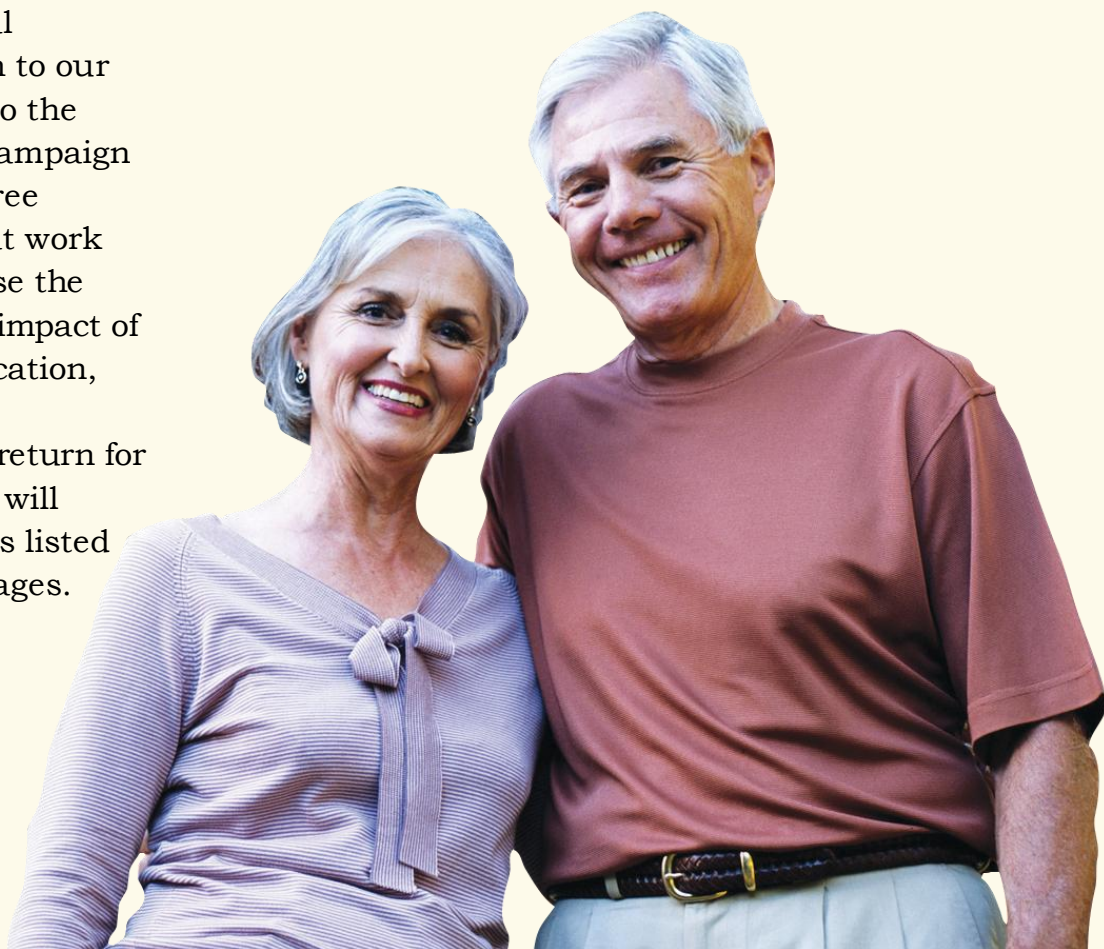
Karen Troester, Vice-President
US Bank, Grand Junction, CO

Sponsorship Details

With your generous support, you can take pride in knowing that you are giving people the knowledge they need to improve their quality of life—while at the same time you strengthen the financial foundation of your community and your country.

In recognition of your sponsorship, our goal is to help your organization meet its current initiatives and business objectives. This opportunity delivers many benefits which include: access to new customers; media exposure; forming a deeper connection with your current clients; and building community goodwill. The benefits package is custom-tailored to your specific needs.

Your sponsorship will bring a turnkey financial education solution to our organization and to the community. The campaign is built around three distinct pillars that work together to increase the reach and overall impact of the program: Education, Awareness, & Sustainability. In return for your support, you will receive the benefits listed on the following pages.



Education

We recently teamed up with the National Financial Educators Council, an organization widely recognized for its ability to create real-world financial education programming that meets educational standards. The education benefits your organization will receive include:

Event Recognition. Receive high-profile recognition during events hosted by our organization. Event recognition includes logo placement, handouts, and other event benefits. You also will have the opportunity to send a representative to the events and personally connect with the attendees through speaking opportunities, booth giveaways, and other means.

Material. Your sponsorship would provide engaging financial education presentations to our organization and your company will have access to all the material as well. These materials can be used to help you start or expand your financial education program. The material meets educational standards and also has practical real-world application.

Certified Educators. Personnel from our organization will complete the Certified Financial Education Instructor coursework. This coursework is approved by the CFP Board of Standards and taught through major universities. Your organization will have access to our trainers and, if you desire, an individual within your organization may be trained and certified.



Partner Introduction

The National Financial Educators Council collaborates with schools, nonprofit organizations, and community groups to expand the financial literacy movement into communities across the country. The NFEC's focus on collaboration, education, awareness, and sustainability has revolutionized the way organizations implement personal finance initiatives.

The NFEC is widely recognized for creating high-profile financial literacy initiatives and has created some of the most recognizable brands in the financial literacy arena. The NFEC mission is to create a world where people are informed to make qualified financial decisions that improve their lives, the lives of their loved ones, and the lives of people they influence around the globe.





Awareness

Employing a high-profile promotional campaign helps us raise awareness about the initiative, our organization, and our sponsors. Cutting-edge viral campaigns, web presence, quality marketing material, media outreach and promotions engage the whole community in the financial education process to maximize reach and impact.

- **Marketing.** Sponsors receive custom, co-branded marketing pieces that meet compliance standards. We will distribute the materials to your organization both electronically and physically.
- **Promotional Campaigns.** The NFEC has a series of national campaigns that will be promoted in your community throughout the year where our sponsors will be highlighted. The latest NFEC PSA campaign was recently featured in *TIME Online* and is available for use by our sponsors and our organization.
- **High-profile Recognition.** As a sponsor, you will be honored with the Community Ambassador Award to highlight your commitment to ensuring that your community's citizens have access to financial education resources.
- **Local and National Media Outreach.** A media campaign will be employed that includes press releases, social media presence, and other media promotions that help you get the recognition you deserve. And local media organizations will be contacted directly with pre-approved press releases highlighting your sponsorship.
- **Viral Awareness.** SavingsFund has revolutionized the crowd-funding industry. It is the first (and only) website that helps families save money for their children's future while providing them with financial education. These viral tools expand your reach and create an online buzz among families.



Sample Flier for Community Event

Sustainability Benefits

This campaign is focused on our sponsors' bottom line. It is designed to deliver measureable ROI to help you meet your organizational objectives. Our sustainability efforts will help us continue this campaign for years to come.

- **ROI Tracking.** This initiative has several tracking options that allow sponsors to measure program success. We offer tools to track client acquisition, cross-sells, and other barometers of achievement.
- **Media Measurement.** Media exposure can be measured and quantified to ensure that your organization meets its awareness objectives.
- **Campaign Measurement.** Receive a comprehensive report detailing the reach, audience demographics, individual and overall impact of the campaign.

Benefits are our way of saying thank you for your commitment to empowering our community members with practical financial literacy skills that can have a lasting impact on their lives. Thank you!



Sponsorship

Custom sponsorship packages are designed to meet your organizational objectives. Sponsorships start at \$1,500 and are customized for your organization. This opportunity may fit the goals of your organization's foundation, marketing/sales department, and/or CRA administrator.

Contact us at 775.549.0213 ext 7010 or at Trevor@FinancialEducatorsCouncil.org to learn more. Please have the name of the organization that reached out to you so we can properly access their account.