

State Advisory  
Board Impact Report  
**Alison McQueen**



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# Introduction

*Thank you, Alison McQueen!*

We rely on the generosity of our Patrons to fund our state and local financial wellness programming. Although this report is focused on the benefits you receive, your support has allowed us to empower local organizations with financial education resources, fund advocacy initiatives, and build an advisory board to serve people from across the state.

As you know, the country is facing a crisis and many of the problems people face daily are caused or directly affected by their financial situations. With your support, we aid communities in their efforts to work toward economic empowerment through financial education.

## Empowerment

Your generous sponsorship funds the financial empowerment of your community's citizens. We provide personnel and resources to help organizations grow and scale financial literacy programs as well as resources for individuals and families.

## Advocacy

The NFEC leads a comprehensive advocacy campaign to encourage focused attention on the financial well-being of local citizens. Campaign components are available to encourage parents to teach their children about money, schools to adopt financial education programs, and individuals to improve their financial knowledge.

## Relationships

Our local campaign director actively builds local relationships with beneficiary organizations, community leaders, media and influencers, and other people who help us meet the social impact objectives established through this campaign.

# Social Impact

## What's in this section

Donations	5
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## Donations

Your generous sponsorship funds the financial empowerment of your community's citizens with donations to beneficiary groups. We provide personnel and resources to help organizations grow and scale financial literacy programs as well as resources for individuals and families.

We have provided resources to 87 groups in New York.

## Advocacy

The NFEC leads a comprehensive advocacy campaign to encourage focused attention on the financial well-being of local citizens. Campaign components are available to encourage parents to teach their children about money, schools to adopt financial education programs, and individuals to improve their financial knowledge.

Advocacy campaigns are scheduled to start in two months.





# State Webpage Features

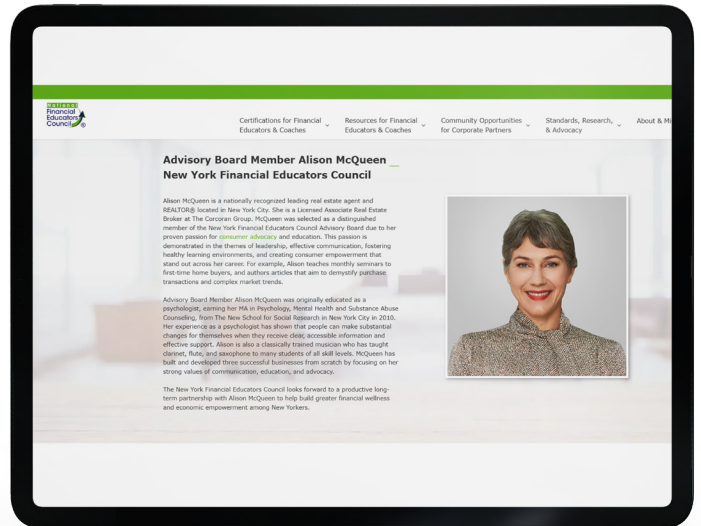
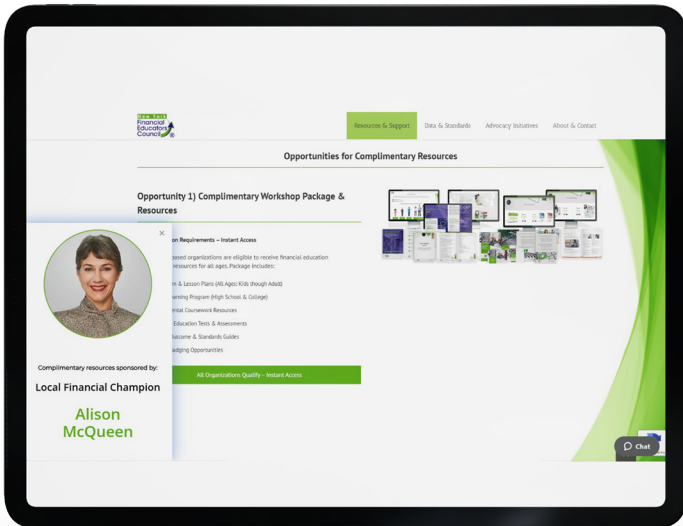
Prominent features highlighting your leadership of this campaign were posted across the state chapter website.



MAIN PAGE FEATURE

DONATION PAGE FEATURE

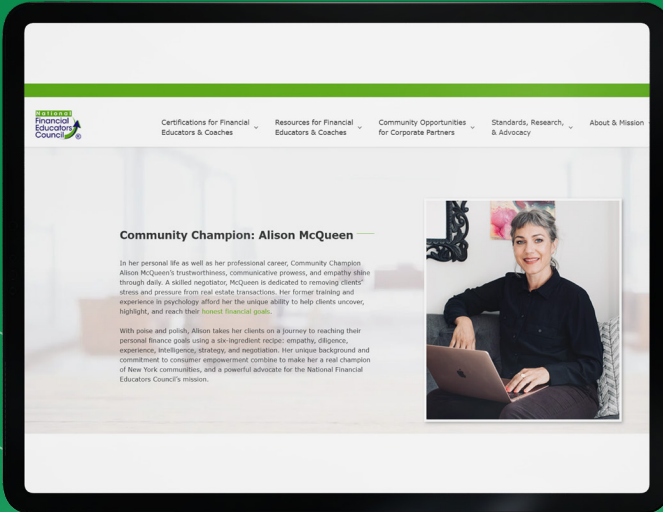
BOARD PAGE



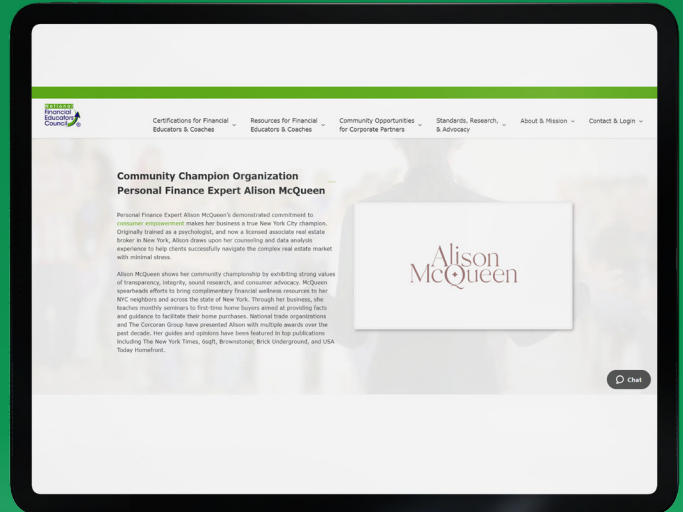
# National Site Webpage Features

Prominent features highlighting your leadership of this campaign were posted across the NFEC national website.

## SOCIAL LEADERSHIP FEATURE



## COMPANY FEATURE



## EXPERT ARTICLE FEATURE



# Advisory Board Inclusion

Inclusion in our state board alongside other prominent leaders in the community.



**Alison  
McQueen**

Licensed Associate  
Real Estate Broker,  
REALTOR®



**Dr. Mario DiFiore**

Dr., Professor, and  
Senior Assistant  
Dean at Fordham  
University's Gabelli  
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**Trinity Owen**

Founder and CFO  
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Parent, APFI<sup>SM</sup>,  
CFEI<sup>®</sup>



**Cara Macksoud**

CEO of Money  
Habitudes



**David Anderson**

President & CEO  
of W!se



**Charles Fisher**

Financial Literacy and  
Entrepreneurship Mentor

# Exposure

## What's in this section

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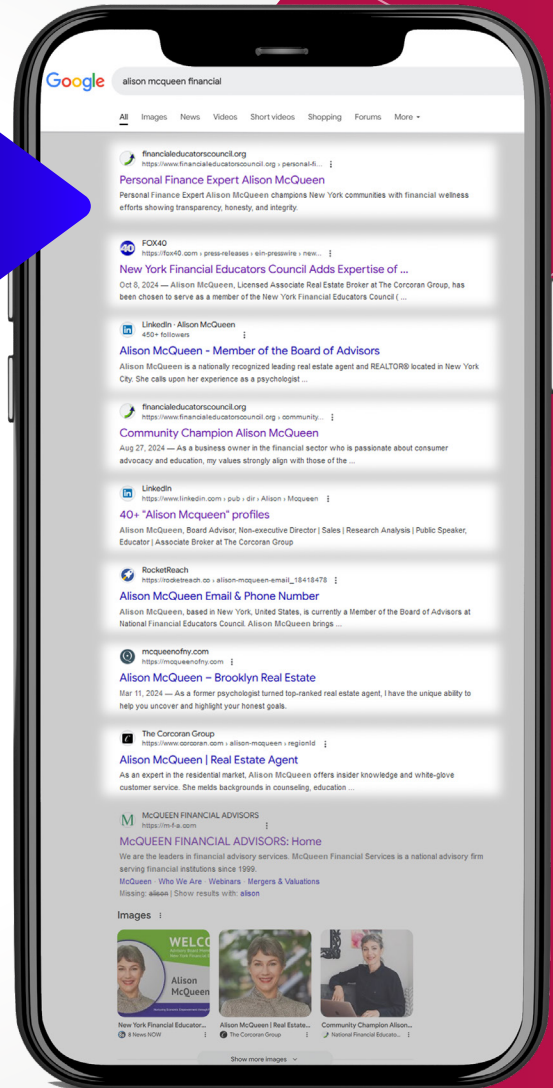
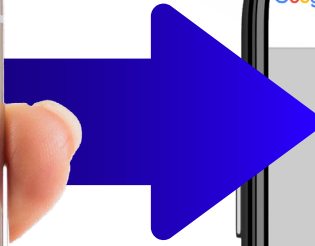
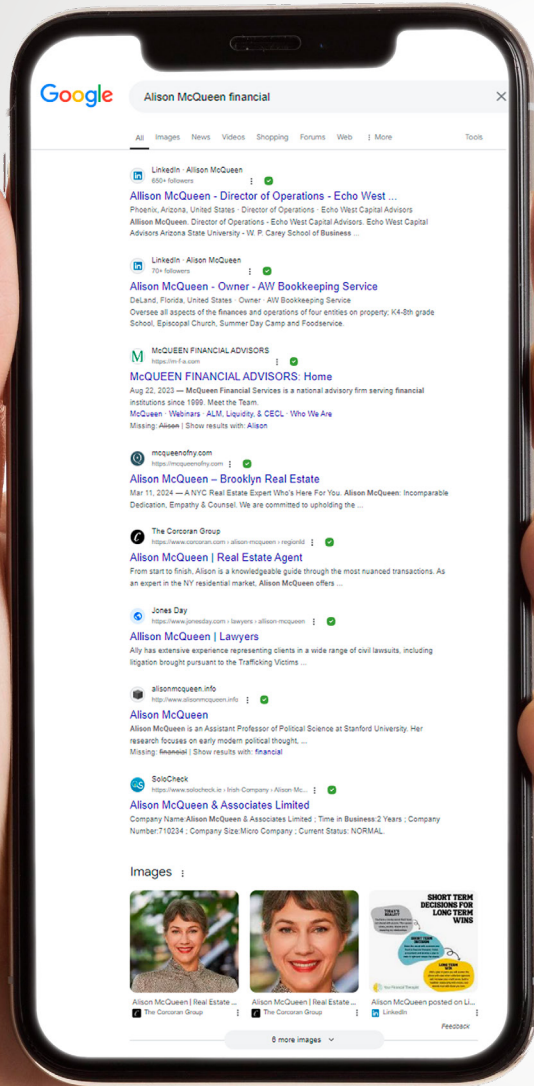
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# Google Search Organic (SEO)

**BEFORE**

**3 search results in the top 10 and 2 images.**  
Only two business websites are displayed.



**8 of the top 10 search results plus 3 images.**

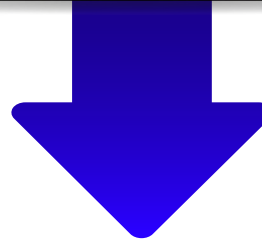
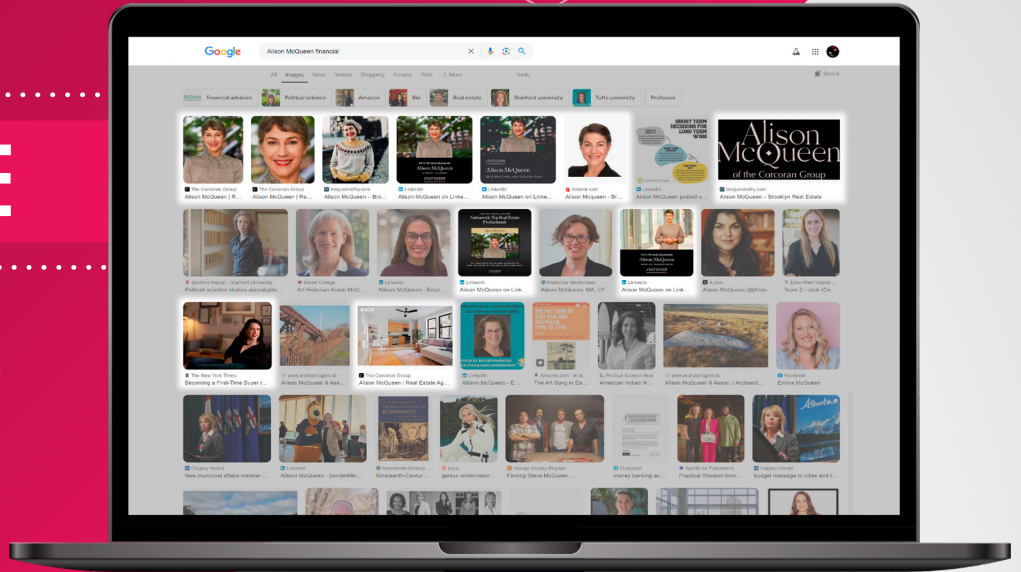
These results include feature webpages, business websites, and news, all on page 1 of the Google search.

**AFTER**

# Google Image Search (SEO)

**BEFORE**

12 images appear in the first eight rows of results.



**AFTER**

20 images appear in the first eight rows of results





“

Education, consumer advocacy, business development, and leadership have been consistent themes throughout my career. As a native New Yorker, I feel honored to help foster financial wellness throughout communities in New York State.

I strongly believe consumers should be armed with accurate facts and honest guidance. When people understand their options and the pros and cons of financial decisions – before finding themselves in a pressured emotional state – they are emboldened to make better choices for themselves.

~ Alison McQueen

”

# Media



29  
publications



587  
views

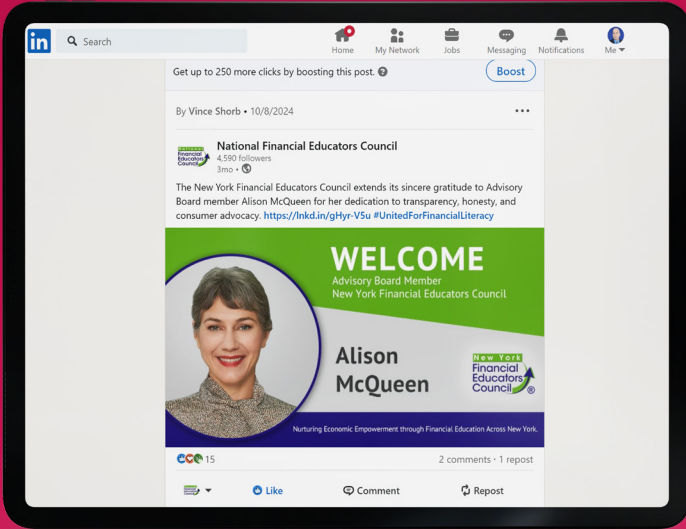


50  
engagements



# Social Media

Announcements of your leadership and involvement were posted on the NFEC’s social media accounts – LinkedIn, X (formerly Twitter), Facebook, and Instagram.



# State Launch Emails



# 65,173

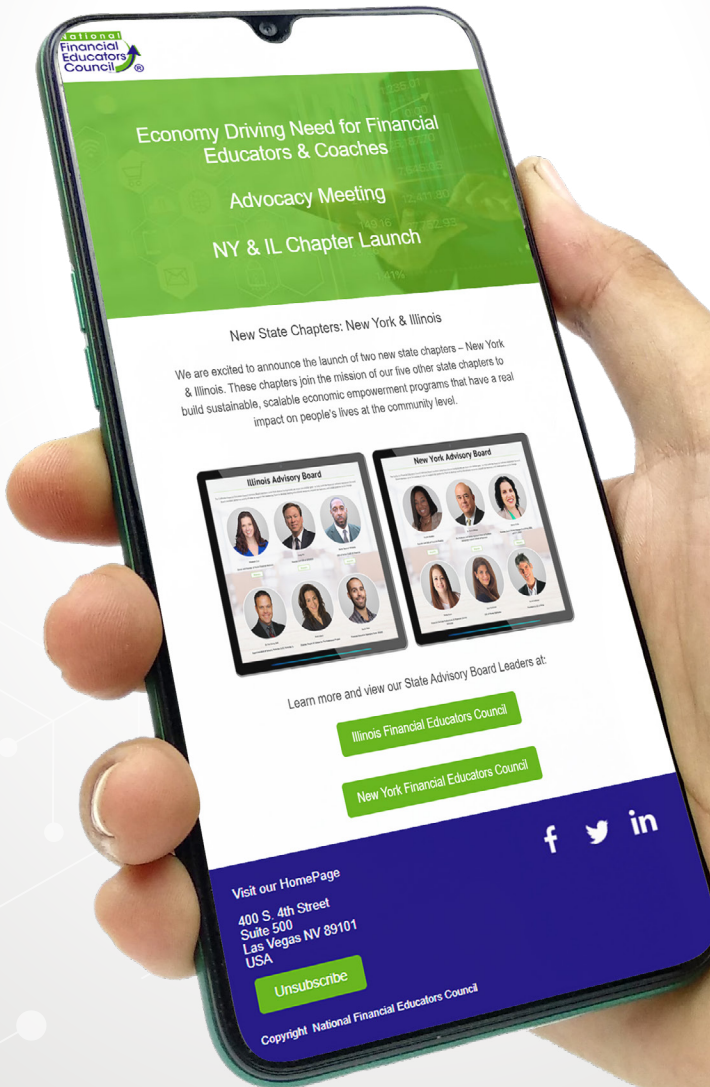
Targeted Emails Sent

# 26,303

Impressions

# 5,580

Visits





# Conclusion

We greatly appreciate your generous support. The campaign benefits to you are our way of saying, “Thank you.”

As a Certified B Corporation, we have a commitment to all our stakeholders: local citizens, beneficiary groups, and our financial industry partners. We remain committed to each stakeholder to ensure a win for all parties involved.

If you want to change or modify your benefits package, just let us know. The benefits are customized to meet your needs. From top-of-funnel awareness through client acquisition and loyalty – the benefits we offer deliver true value to your business and produce measurable results.

*Thank you!*