




Nurture Economic Empowerment through Financial Education in Your Community

NFEC-managed social impact campaigns empower your community with financial education while providing your business brand with enhancement opportunities, positive exposure, and business development benefits.





Addressing the Personal Finance Crisis

People around the country struggle to pay their bills, put food on the table, and save for retirement. Financial issues are the biggest challenge faced by the majority of Americans today – and these problems have an impact on your community and country.



59%

can't come up with \$1,000 for an emergency.¹




84%

of the country's citizens are short on retirement.³



74%

say money is their biggest stress.²



It's the personal stories behind the numbers that paint the true picture of the problem:

- Parents unable to sleep because they're thinking about paying for their families' health insurance,
- People overwhelmed trying to scrape together money so they don't miss their mortgage payments,
- college graduates so deep in debt they have given up on the American Dream at a young age.

Financial Industry Partnerships with the NFEC Provide Sustainable Economic Empowerment Programming in Your Target Community

The mission of the Campaign is to build sustainable, scalable economic empowerment programs that have a real impact on people's lives at the community level. To accomplish this mission, we focus on these 3 Pillars:



Increase Access & Develop Sustainable Financial Education Programming.

Organizations – We provide resources, training, personnel, and support to build scalable financial wellness programming.

Individuals & Families – Resources are provided for people seeking to improve their own finances and/or teach their kids about money.



Raise Awareness for Economic Empowerment through Financial Education.

Advocacy Campaigns – We promote the adoption of financial literacy in schools, encourage parents to teach kids about money, and help individuals improve their knowledge.

Local Financial Education Data – Conducting and curating geographic-specific personal finance research to share with stakeholders across the education and media sectors.



Develop Relationships to Deploy and Sustain Community Financial Wellness.

Beneficiary Relationships – Through partnerships with local organizations, schools, and centers of influence, we deploy sustainable programming.

Funding – Local groups that use donated resources to execute successful campaigns are eligible for funding.

We Partner with Financial Industry Professionals to Empower Your Community and Business

Organizations and individuals in the financial industry who feel called to support their communities through financial education are uniquely positioned to help and maximize the benefits of this social impact campaign. We partner with:

Financial Service Providers

Financial Educators & Coaches

Personal Finance Content Creators



Because of your knowledge of personal finance topics, your understanding of how money affects people, and your business's local presence – you can make a meaningful difference and benefit from the exposure, goodwill, and relationships developed through this campaign.



Win-Win-Win Opportunity

Together we can help your community work toward greater financial wellness. Because we seek local long-term partners to help us build financial education programs that can scale and grow in perpetuity, we built this campaign to offer benefits to all parties.

Win for Your Community

Resources and Certified personnel to deploy top-quality local financial wellness programs that achieve measurable results.

Win for the Cause

Our mission is rooted in advocating for financial education. Our partners and their communities benefit as we spread the financial wellness message at the local level.

Win for Your Business

We provide value to our patrons that bridges social impact with direct benefits to core aspects of your business.

Benefits for Your Business: All Customized to Your Needs

We develop and execute your community campaign to engage your target audience in meaningful ways. The campaign provides opportunities to reach a variety of target markets and geographic locations, and that are customized to your needs and desired outcomes. Here are some potential ways we can support your efforts:



Areas of Impact: How the Campaign Supports Your Business

The community financial wellness campaign improves your messaging and provides a USP that differentiates you from competitors; builds assets that strengthen your brand; provides high-profile exposure in your target community; and helps enhance and develop relationships.



How it Works: Overview



Geographic Category Exclusivity: What it Means for Your Business

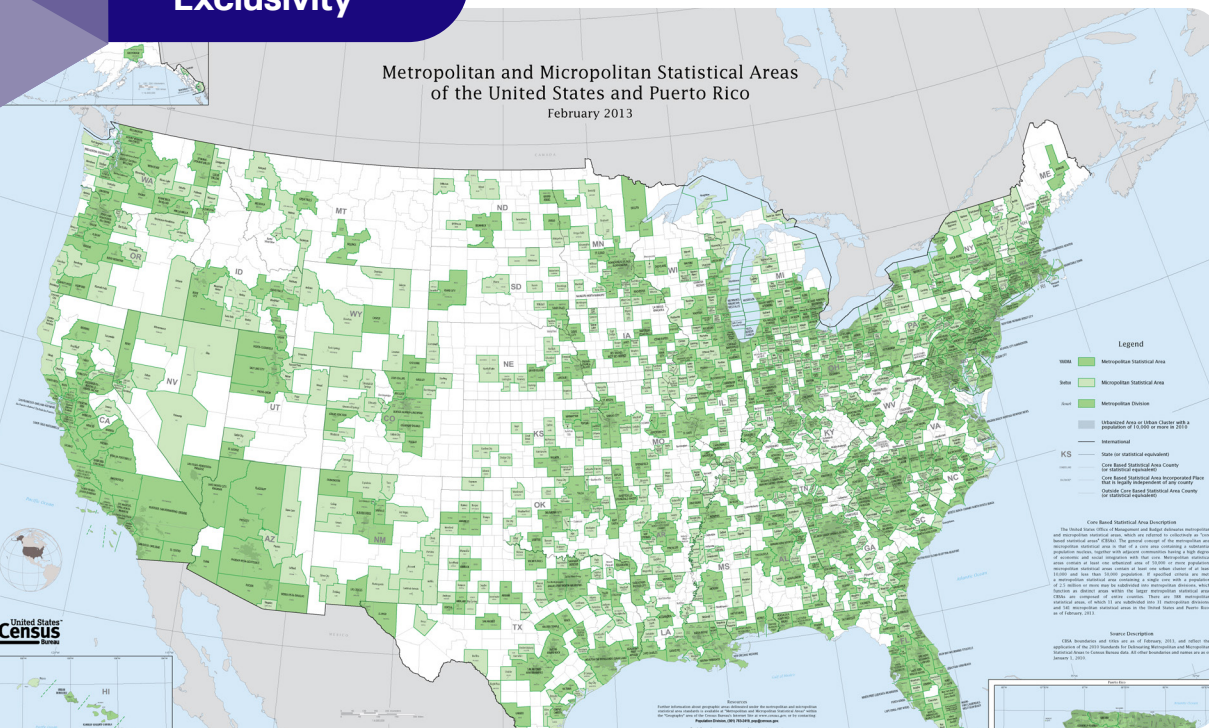
We provide all our sponsors with Geographic Category Exclusivity, which means only one sponsor from each category is allowed in your local community. This exclusivity ensures that we are fully committed to building your business and giving our loyalty to your organization – not to your competitors.

Category Exclusivity

We select one provider per category in each area we reach across these industries:

- Banks, Credit Unions, & Neobanks
- Financial Advisors, Broker Dealers, & similar
- Insurance Representatives & Organizations
- Realtors & Real Estate Salespeople
- Real Estate Financing Companies
- Other Real Estate Services
- Accountants, CPAs, & Tax Professionals
- Financial Educators & Coaches*
- Financial Content Creators*

Geographic Exclusivity



We break up the country based on Core-based Statistical Areas for more highly populated areas to maximize local advertising and media exposure. In more rural areas, we segment based on a variety of factors.

*Different geographic opportunities for financial educators, coaches, and content creators.



NFEC

Uniquely Positioned to Support Financial Service Providers

Since 2006, the NFEC has been working with the financial services industry – including clients from 3 of the top 20 (in revenue) banking, financial service, and insurance sectors. Additionally, we have more than 1,400 financial services clients of all sizes.

The NFEC is a leading financial wellness company in terms of: education, materials, quality & breadth, media & online presence, and advocacy.



Set the standards for educators & learners that guide the financial literacy industry.



An IACET Accredited education company that can issue CEUs



A Certified B Corporation that meets the highest standards for social impact.

We are taking our experience building seven- and eight-figure campaigns for large financial service companies to those who want to support financial wellness programming in their local communities.



Let's Start or Continue the Conversation

We look forward to hearing about your organization and community objectives. For groups aligned with our sponsor/partner criteria, we will design a custom campaign and establish quantifiable outcome criteria so you can measure our success.