

Advisory Board Incubator Launch Report for **Richard Cason**

Campaign details & results for
the first 30 days of the campaign.

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Introduction

Thank you, Richard Cason!

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
Advocacy	5



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.

In the first 30 days, we have provided resources to 70 groups in Florida.

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.



Brand Assets

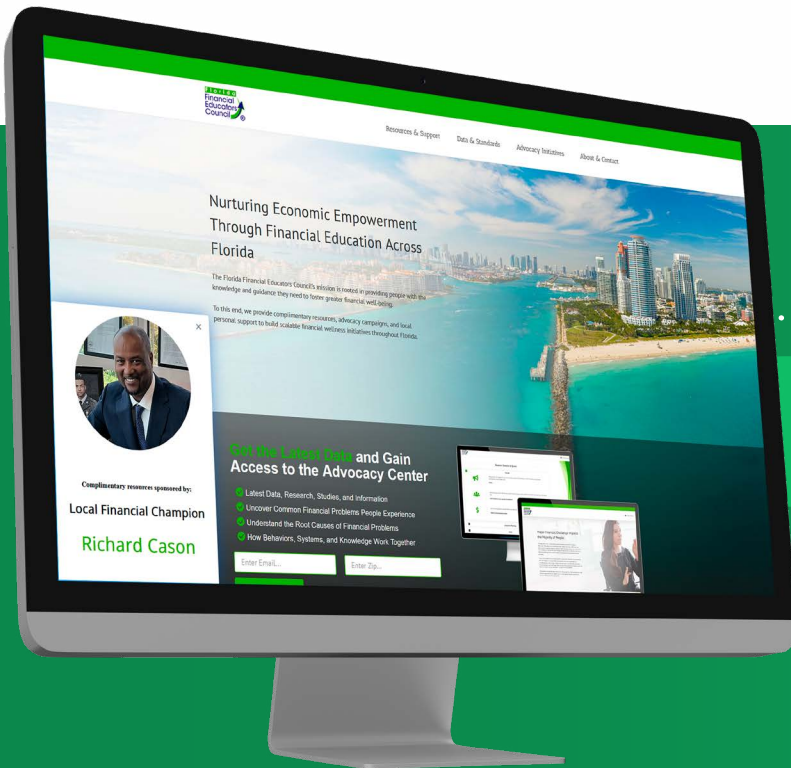
What's in this section

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State Webpage Features

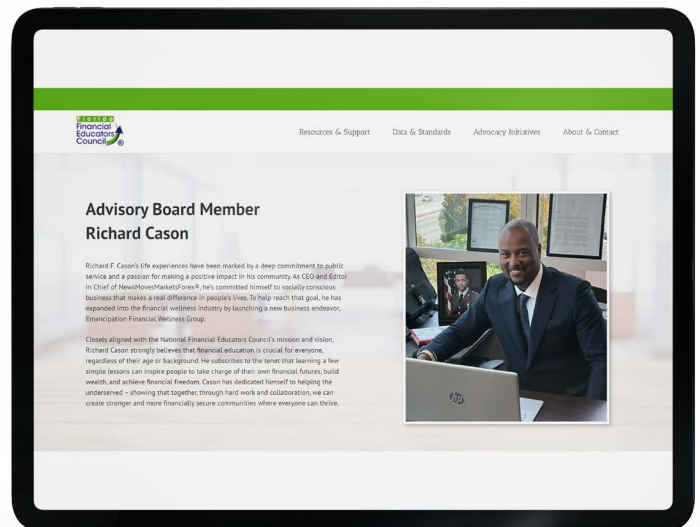
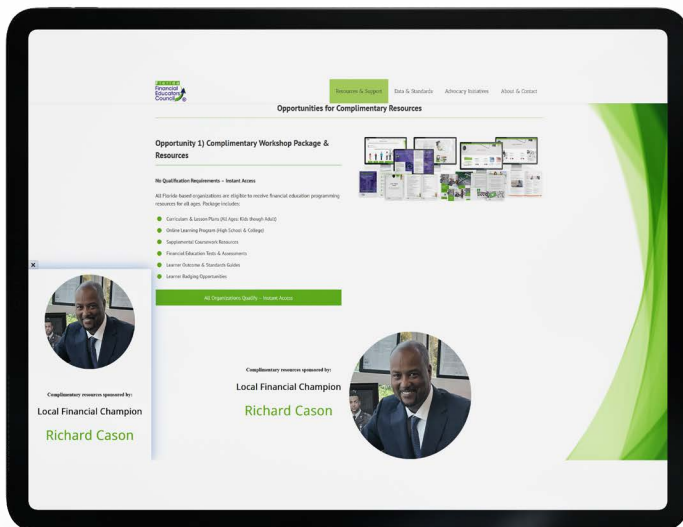
Prominent features highlighting your leadership of this campaign were posted across the state chapter website.



MAIN PAGE FEATURE

DONATION PAGE FEATURE

BOARD PAGE

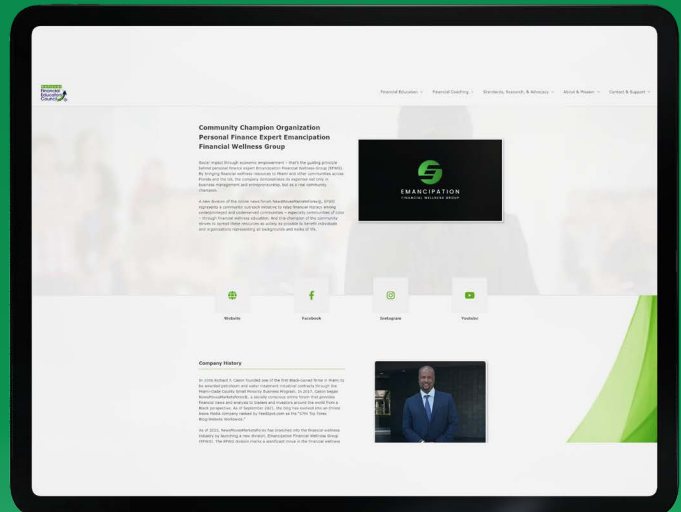
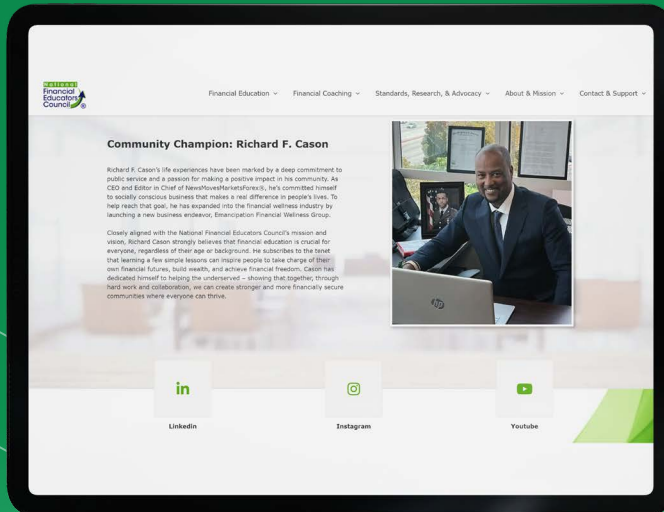


National Site Webpage Features

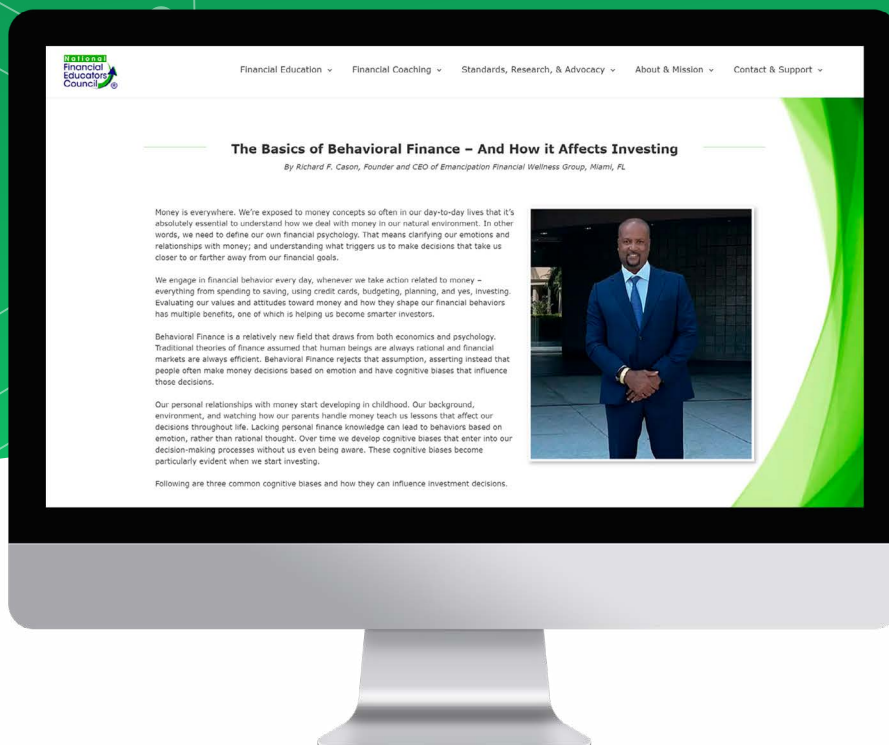
Prominent features highlighting your leadership of this campaign were posted across the NFEC national website.

SOCIAL LEADERSHIP FEATURE

COMPANY FEATURE



EXPERT ARTICLE FEATURE



Advisory Board Inclusion

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



Elaine King

CFP®, Founder, Family Money Matters™, included in Investopedia's Top Influential Advisors and recognized in 2017 as one of People Magazine's Top 25 Influential Hispanic Women.

.....



Evelyn Magley

Owner and CEO, The Basketball League – first woman to own a professional men's sports league in the United States.

.....



Amit Bansal

Director, Center for Financial Health and Wellness, Spears School of Business, Oklahoma State University.

.....



Richard Cason

CEO and Editor in Chief of NewsMovesMarketsForex®

.....



Claudia Martins

CFEI®, Community Engagement Director, National Financial Educators Council.

.....



Philip Herzberg

CFP®, CDFA®, CTFA, AEP®, Lead Financial Advisor, former President of the Estate Planning Council of Greater Miami and past President of the FPA of Florida and the FPA of Miami.

Exposure

What's in this section

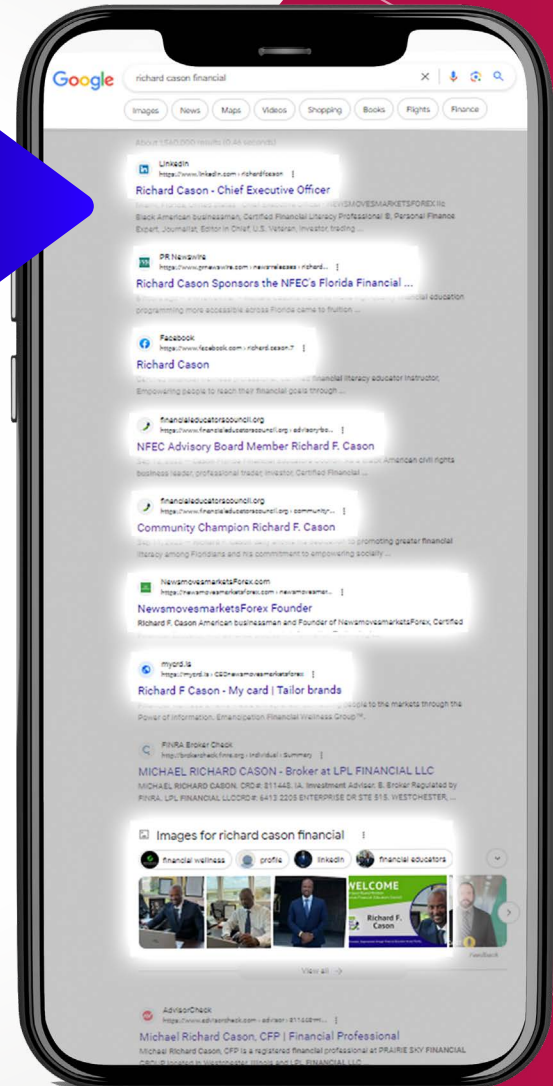
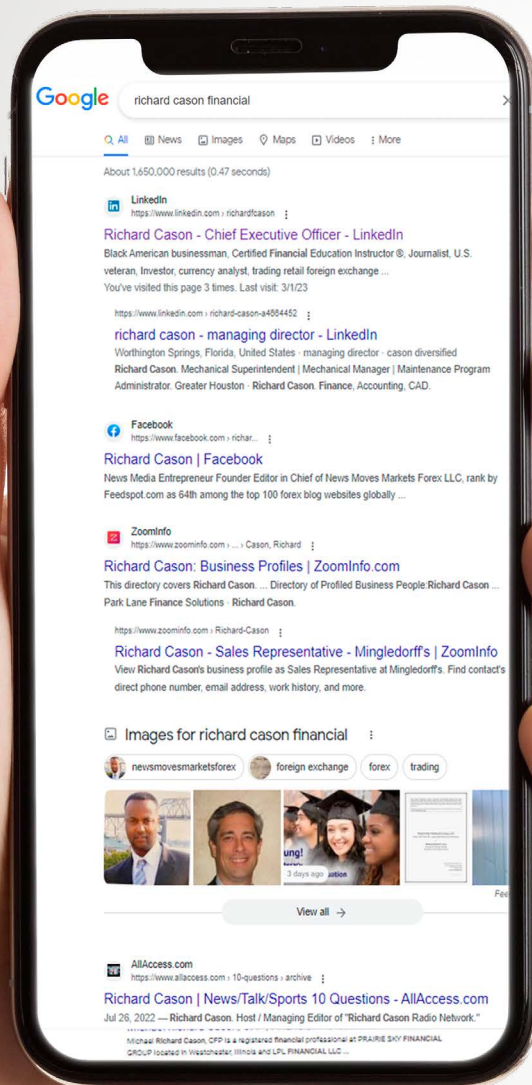
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Google Search Organic (SEO)

BEFORE

2 search results in the top 10 and 1 image.
Only social media accounts are displayed and an older photo.



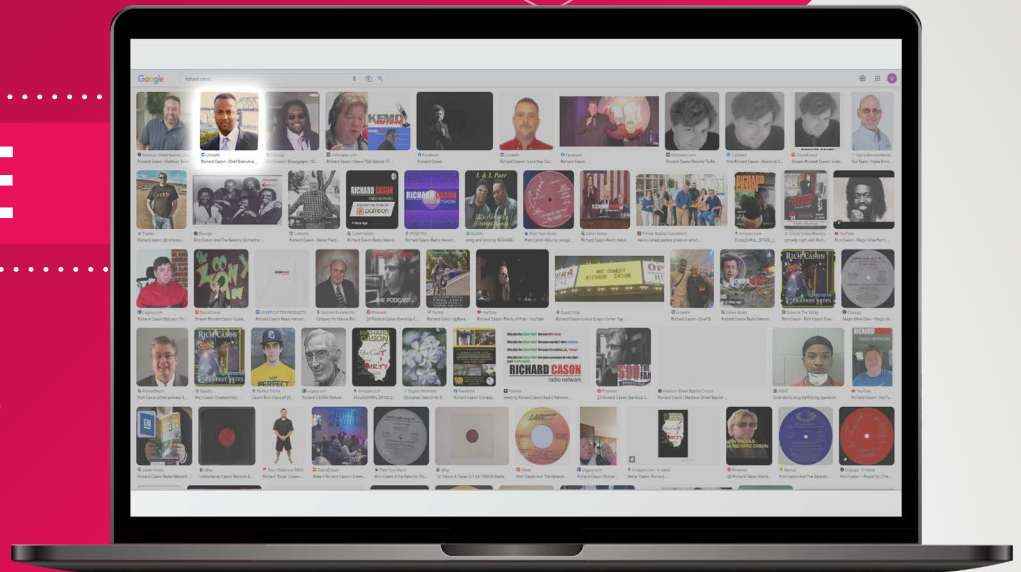
7 of the top 10 search results plus 3 images.
These results include feature webpages, business websites, and news, all on page 1 of Google search.

AFTER

Google Image Search (SEO)

BEFORE

Only 1 image from a social media account appears.

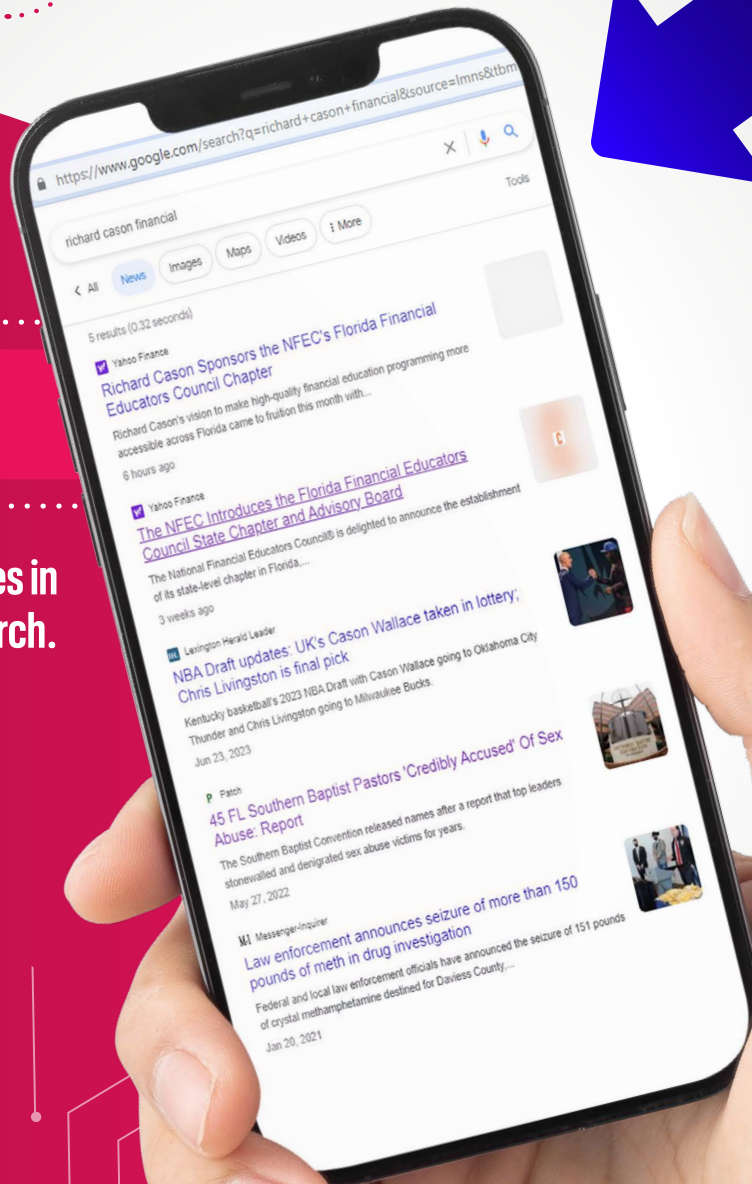


AFTER

9 images appear including multiple personal images, infographics, and Richard's business logo.



News Features

BEFORE**No news features (0)****AFTER****Two news features in
Google news search.**



“

Working with underprivileged and underserved Floridians has shown me first-hand how many individuals are struggling with debt, food or housing insecurity, and credit problems, all due to simply lacking knowledge about money management. On the flip side, I've seen how financial literacy can empower people to make smart financial choices and avoid debt, bankruptcy, and financial insecurity.

~ Richard Cason

”

Media



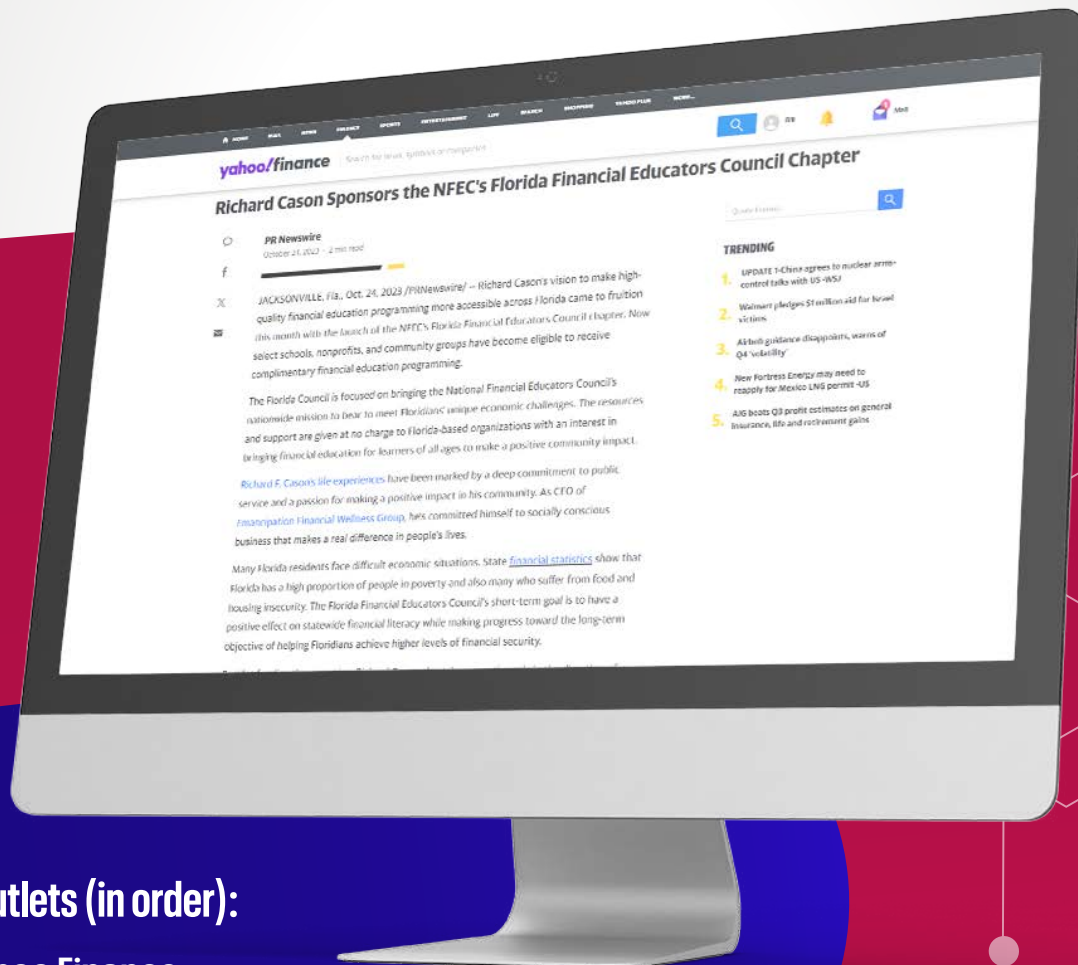
484
publications



3,171
views



229
engagements

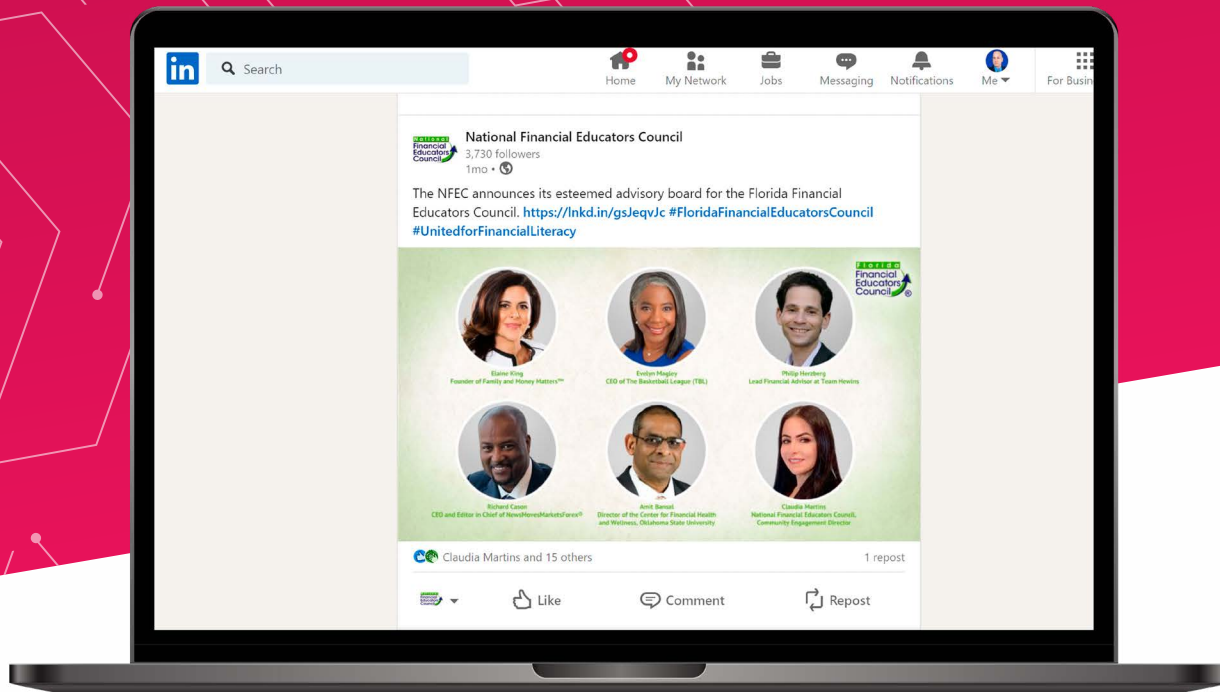
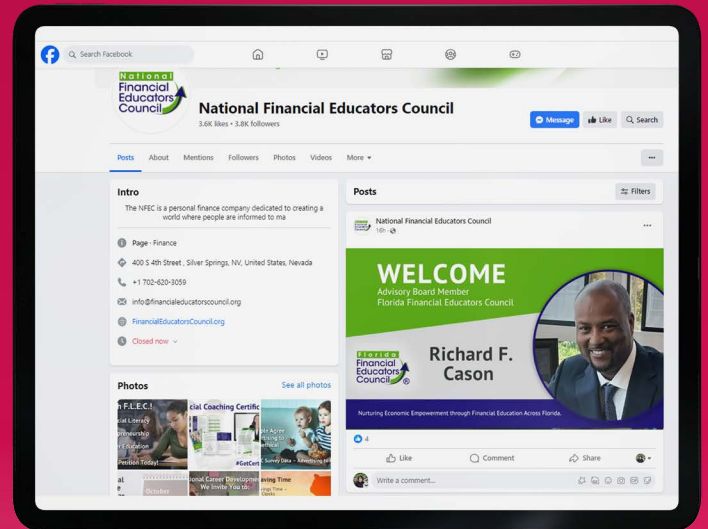
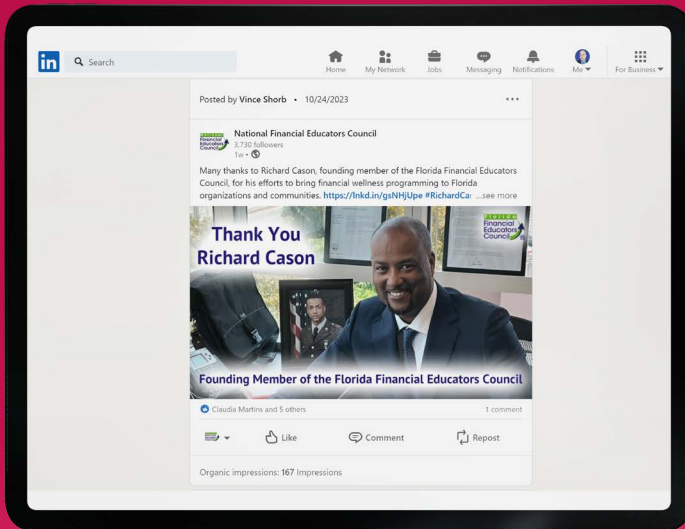


Top Outlets (in order):

- Yahoo Finance
- Market Watch
- Seeking Alpha
- Morningstar

Social Media

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



Emails to NFEC Targeted Database



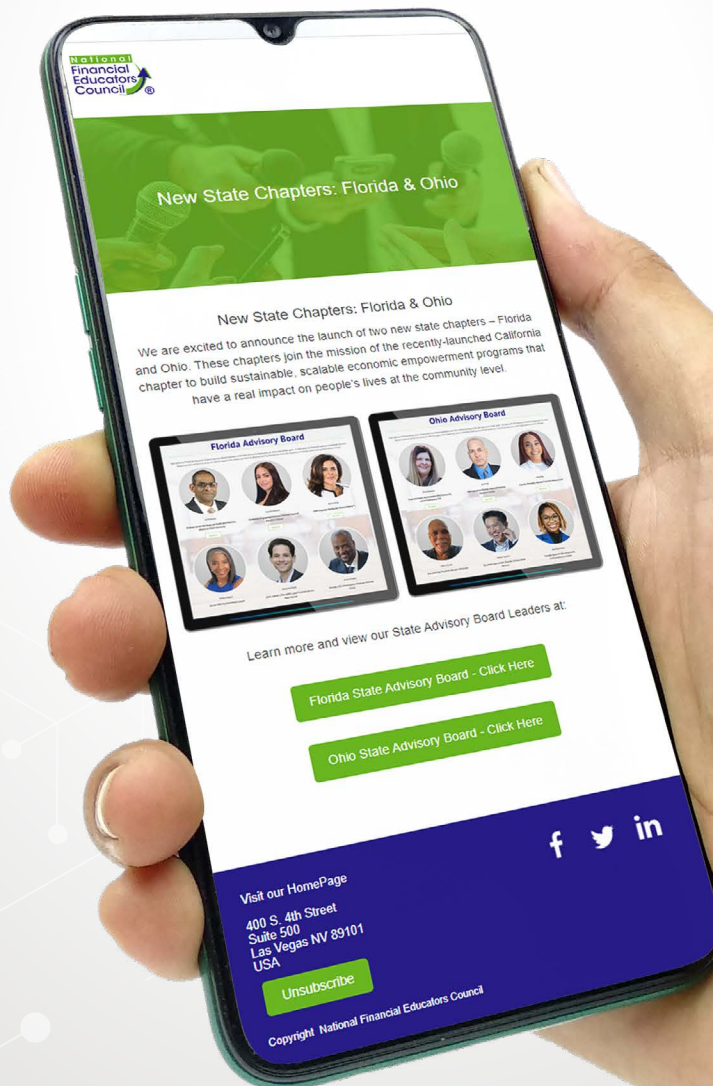
64,636
Targeted Emails Sent



22,156
Impressions



1,105
Visits



Influencer List Outreach



Total Reach:

1,324

INFLUENCERS

Partial list of influencers who received communications:

NerdWallet | Internet Blog

CNBC Online | Internet Cable Network

Squawk Box – CNBC Cable Network | Cable Network Show

Wall Street Journal | Daily Newspaper

CNBC | Cable Network

MarketWatch | Internet Magazine – Online Only

Forbes Online | Internet Magazine

Bankrate | Internet Magazine – Online Only

Business Insider | Internet Magazine – Online Only

Penny Hoarder | Internet Blog

Bloomberg News | News Service/Syndicate

Forbes Advisor | Internet Magazine – Online Only

grow | Internet Magazine – Online Only

Mad Money with Jim Cramer – CNBC Cable Network | Cable Network Show

Money | Internet Magazine – Online Only

Motley Fool | Internet Magazine – Online Only

U.S. News & World Report | Internet Magazine – Online Only

AARP The Magazine | Magazine

CNBC Make It | Internet Magazine – Online Only

CNET | Internet Magazine – Online Only

Forbes | Magazine

Investopedia | Internet Magazine – Online Only

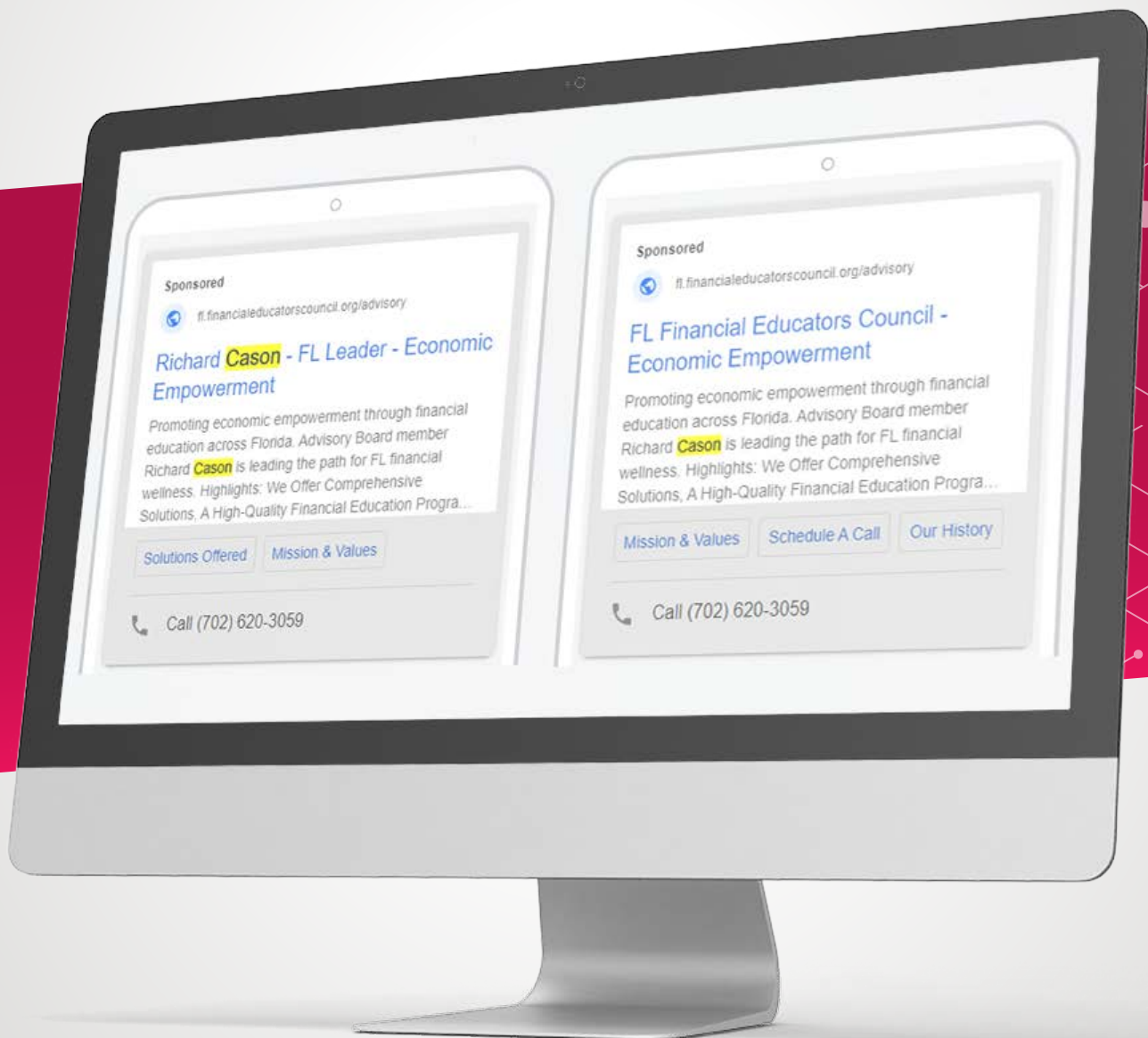
Kiplinger | Magazine

Kiplinger's Personal Finance | Magazine

New York Times | Daily Newspaper

Paid Google Search Ads

Target URL: <https://fl.financialeducatorscouncil.org/richard-cason-advisory-board-member/>





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!