



The Improving Financial Awareness & Financial Literacy Movement

We Have A Serious Problem that Requires Immediate Attention

Help make a BIG difference while you increase your bottom line

Please join **The Financial Awareness Foundation** and leading financial service and nonprofit associations and their members, financial service and nonprofit professionals and their companies, employers, municipalities and government agencies, and the news media in supporting and participating in **The Improving Financial Awareness & Financial Literacy Movement** with its concentrated personal finance content media blitz built around the strategic venues of:

- **14th anniversary of National Financial Literacy Month (April)**
- **10th anniversary of National Estate Planning Awareness Month / Week (October 16-22)**

The goals are to encourage you to actively support and join in to alert, educate, motivate, and assist the general public to establish and keep their financial, estate, and gift plans current.

This is such a great opportunity to "do good" for the public, generate new revenue opportunities, and help produce needed gifts and bequests for nonprofits.

Check out what others are doing by previewing the **Improving Financial Awareness & Literacy Movement Report & Magazine™**

<http://www.thefinancialawarenessfoundation.org/pdf/TFAF-FallCampaignReport&Magazine.pdf>

Here Are Some Fun and Easy Ways for You to Partake

1. Place estate and financial planning editorial content in your website, newsletters, social media groups, local newspapers, and radio/television/web-based shows, in support of **National Financial Literacy Month** during April and six months later during October for **National Estate Planning Awareness Month / Week**.
2. Add this "**We support Improving Financial Awareness & Financial Literacy**" icon to your website with a link to <http://home.thefinancialawarenessfoundation.org/campaigns.html>

Here's a link to download the graphic

<http://www.thefinancialawarenessfoundation.org/pdf/Co-brand-FA-FL-Graphic.jpg>

Place your logo here



The Financial Awareness Foundation

A 501(c)(3) Nonprofit Organization dedicated to significantly Improving financial awareness & financial literacy™
707.586.8620 ♦ www.TheFinancialAwarenessFoundation.org (ver031418)

3. Encourage your company and associates to host or take part in a 'general public' or a 'professional' webinar or community-wide workshop built around estate and financial planning during the months of April and October.
4. Circulate this communication and financial awareness campaign materials to your colleagues and associates, and encourage them to support and participate.

To get more information and valuable 'no cost materials' visit

1. Our website www.TheFinancialAwarenessFoundation.org
2. **Improving Financial Awareness & Financial Literacy Movement Overview / Planner**
<http://www.thefinancialawarenessfoundation.org/pdf/TFAF-ImprovingFinancialAwarenessCampaign&ProgramPlanner.pdf>

How Everyone Benefits

- You benefit by being recognized as a thought leader that is significantly helping to solve a major social problem. This creates goodwill for you and your organization that will attract new patrons, retain existing ones, and build support for your own other initiatives.
- You, your employees, patrons, students, and prospects benefit by receiving personal financial, estate and gift planning materials to improve their personal financial position and receive a powerful campaign and program to use within your organization to generate new sources of revenues and goodwill.
- Families benefit by learning the essential principles to smart financial management; it empowers them to make better informed productive everyday money decisions, save time and money with their financial advisors and service providers, and have the best possibilities to reach and maintain their personal and family financial dreams, to enjoy a financial secure debt free future, while they advance their legacy.
- Financial advisors and their organizations benefit by acquiring new business from more informed and motivated clients.
- Employers benefit from having employees less stressed, happier and more productive.
- Nonprofits and fundraisers benefit with increased donations, planned gifts, alternate beneficiary selections and bequests.
- Philanthropists benefits by helping to solve a major social problem that leads to a better world.
- The news media benefits by providing its audience with timely valuable information.
- Municipalities benefit by having happier and financially successful constituents, and a reduced strain on social welfare services.
- Everyone actually benefits with a stronger and financially sound economy.

Help make the 2018 Improving Financial Awareness & Financial Literacy Movement the Best Ever!

Please join in and actively participate. Together we have the potential to help solve a major social challenge by advancing and contributing to one of the most amazing, broad-based, multifaceted movements for improving financial awareness and financial literacy while advancing philanthropy.

If you have further ideas or require additional information about us and the financial awareness movement, campaigns, programs and activities, or to discuss volunteer activities, sponsorships, planned gifts, and contributions and grants please contact us directly at 707.586.8620.

Thank you for your consideration;
we look forward to hearing from you.

April 2018 is the
14th Anniversary of
National Financial Literacy Month



Join the leading financial service and nonprofit associations and nearly 1,000,000 financial service and nonprofit professionals by supporting and participating in the **Improving Financial Awareness & Financial Literacy Movement**

See What Your Colleagues Are Doing
www.TheFinancialAwarenessFoundation.org/pdf/TFAF-FallCampaignReport&Magazine.pdf



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Improving financial awareness & financial literacy™

