



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

As many of you are aware the 12th anniversary of **National Financial Literacy Month** is coming up in April. Please join **The Financial Awareness Foundation** and the leading financial service and nonprofit associations and their members, financial service professionals and their companies; nonprofits, academic institutions, small and large 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

- 12th anniversary of **National Financial Literacy Month (April)**
- 8th anniversary of **National Estate Planning Awareness Week (October 17-23rd)**

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

Here Are Some Fun and Easy Ways for You to Partake

1. Placing 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 in October for **National Estate Planning Awareness 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



Place your logo here

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



The Financial Awareness Foundation

A 501(c)(3) Nonprofit Organization dedicated to significantly

Improving financial awareness & financial literacy™

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3. Encouraging 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 October and April.
4. Circulating 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>
3. **The Improving Financial Awareness & Financial Literacy Movement Report & Magazine**
This shows a broader picture of the strategy, movement, campaigns and community participation, including **Presidential and 23 Governors Proclamations**.
<http://www.thefinancialawarenessfoundation.org/pdf/TFAF-FallCampaignReport&Magazine.pdf>


How Everyone Benefits

- You benefit by being recognized as a thought leader that is significantly helping to solve a major social problem. This will create 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, and prospects benefit by receiving personal financial and estate 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.
- Families benefit by learning the essential principles of smart financial management so they can make better every day informed financial decisions, thus having the best opportunities to reach and maintain their personal financial freedom and security while advancing their personal philanthropy.
- Financial advisors and their organizations benefit by acquiring new business from more informed and motivated clients.
- Employers benefit from having less stressed, happier and more productive employees.
- Nonprofits and fundraisers benefit with increased donations, planned gifts, alternate beneficiary selections and bequests.
- Philanthropists benefit 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 12th Anniversary of National Financial Literacy Month 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 broad-based, multifaceted movements for improving financial awareness and financial literacy.


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.



April 2016 is the
**12th 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



The Financial Awareness Foundation
Improving financial awareness & financial literacy™

Thank you for your consideration - we look forward to hearing from you

