



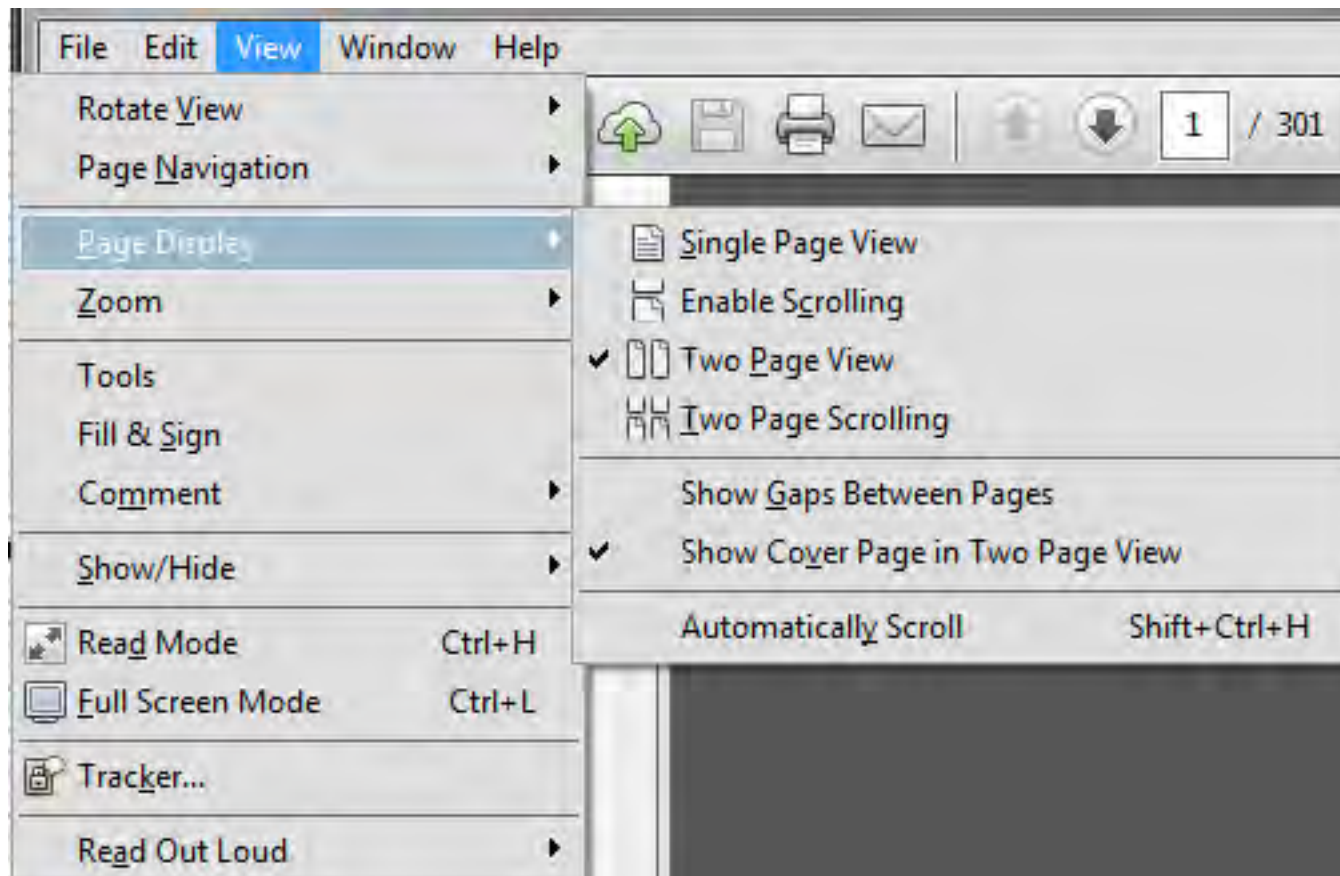
Improving Financial Awareness & Financial Literacy Movement™ Program Overview / Planner



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Welcome to Improving Financial Awareness & Financial Literacy Movement Program Overview / Planner

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Improving Financial Awareness & Financial Literacy Movement Program Overview / Planner

Profitable & Fun Ways to Participate

As a community leader you can play a **VERY IMPORTANT** and strategic role in improving financial awareness and financial literacy, while creating goodwill and new revenues opportunities for you and many nonprofits. This can be done by actively supporting and participating within the semiannual financial awareness movement built around the strategic venues of National Financial Literacy Month (April) and National Estate Planning Awareness Week (3rd week in October).

With so many people on the verge of running out of money before their life expectancy, many families burdened with large amounts of student loans and other forms of debt, and more than half of our adults not having up-to-date estate and financial plans to protect themselves and their families, **we have a serious problem**. This lack of financial awareness and financial literacy places a **HUGE** growing amount of pressure on families and friends, employers, nonprofits; as well as the government.

We Have A Serious Problem that Requires Immediate Attention

Many people don't realize that

- The majority of the adults in the US that reach the age of 70 are almost out of money, but have life expectancies well into their mid-80's and maybe into their 90's. **That's disastrous**. Who will be responsible for them? The choices are few, family and friends, employers, nonprofits and people with money, and the government as a final safety net.
- Over 120 million adults, 50% of our adult population don't have a current estate plan to protect themselves and their assets in the event of sickness or when they pass away. This is a real problem, as most feel they don't have an estate to plan for; this is NOT TRUE. Estate planning is not just for the wealthy and elderly; it's important for everyone.
- Too many young people and their families are burdened with excessive education and other forms of debt.
- The Consumer Financial Protection Bureau released a report in January that examined the link between financial education and financial well-being. A key finding was that while many adults desire to educate themselves to become more financially literate, they often seek out that information only within their social networks. This cuts across all demographics, including education level and income. **This is quite alarming**: People are making critical life decisions based on information gained from non-experts and fragmented sources.
- We have entered into the greatest wealth transfer in history. An estimated \$59 trillion - divided among heirs, charities, estate taxes and estate closing costs – is being transferred from 116 million American households from 2007 to 2061 as reported by John J. Havens and Paul G. Schervish from the Center on Wealth and Philanthropy Boston College.
- Without some financial and estate planning a significant amount of these assets will be wasted; much of the remaining assets may not go to the right person(s) or organization(s), and or may not be used as intended.
- However, this huge wealth transfer is not for all families, many will run out of money long before passing.
- This is not just a domestic challenge it is an international one.



Many people are not taught the essential principle to smart personal financial management at home or in school, thus they don't have the proper tools to address every day financial decisions in an informed manner. This jeopardizes their financial and physical wellness, their ability to realistically achieve and maintain their personal and financial dreams, let alone enjoy a financially secure debt free future.

People need access to better personal financial management tools to better communicate and work with their financial advisors and to make better informed and productive everyday money decisions.

There is a real solution to this lack of financial awareness and financial literacy epidemic and it revolves around educating the general public, financial service and nonprofit professionals and their organizations to the essentials principles to smart personal financial management and motivating them to take appropriate actions.

We can use your assistance.

We realize that you may not be a financial service or nonprofit professional, but as a concerned individual / organization you can encourage your associates, employees, clients, donors and prospects to think about their personal financial and estate planning to improve for their future. A thoughtful and engaged individual is one who has planned financially and understands where he or she is and is going financially, and what they can do today and in their future. Encouraging and teaching financial literacy and the key essential principles to smart financial management are critical to the future economic health of the country, nonprofits, and the general public. People need to be empowered to communicate and work more effectively with their financial advisors and to make better informed and productive everyday money decisions.

About The Financial Awareness Foundation

The Financial Awareness Foundation is a 501(c)(3) nonprofit organization; our mission is to significantly help solve a major social problem dealing with the lack of financial awareness and financial literacy.

The Foundation serves as a nonpolitical "financial awareness advocate" for the general public, the financial service and nonprofit professionals, their associations and companies, educational institutions, employers, and municipalities.

We believe that teaching financial awareness, financial literacy and the essential principles to smart personal financial management are very important as this gives people the tools of empowerment to:

- Make better informed and productive everyday money decisions
- Save time and money with their financial advisors and service providers
- Have the best opportunities to reach and maintain their personal / family financial dreams
- Enjoy a financially secure debt free future
- Advance their legacy.



The Financial Awareness Foundation has two main focal points and they revolve around:

1. Taking an active leadership role to recognize organizations and their management that are championing improving financial awareness and financial literacy. We are in the 8th year of uniting them with other associations, organizations, nonprofits, educational institutions, municipalities, and employers to actively focus their vast community resources into a growing concentrated personal finance content media blitz campaign every six months through the strategic venues of
 - **National Estate Planning Awareness Week** – founders of The Financial Awareness Foundation approached Congressman's Mike Thompson office with the idea of creating a National Estate Planning Awareness Week Congressional proclamation. After eighteen months of research and work in 2008 Congressman Thompson and 49 bipartisan congressmen and congresswomen co-authored and passed H.Res. 1499, which proclaims the third week in October as National Estate Planning Awareness Week. The full text of the proclamation can be found if you click onto or cut and paste the following URL into your web browser, enter, scroll down to **Downloads** and click on **About National Estate Planning Awareness Week**.
<http://www.thefinancialawarenessfoundation.org/pdf/About-NationalEstatePlanningAwarenessWeek.pdf>
 - **National Financial Literacy Month** – in 2004 the Senate passed Resolution 316 that officially recognized April as National Financial Literacy Month. In 2011 President Obama signed a Presidential Proclamation proclaiming April as National Financial Literacy Month. The full text of the proclamation can be found if you click onto or cut and paste the following URL into your web browser, enter, scroll down to **Downloads** and click on **About National Financial Literacy Month**.
<http://www.thefinancialawarenessfoundation.org/pdf/About-NationalFinancialLiteracyMonth.pdf>
2. The Foundation delivers and develops exceptional educational content for the general public and for financial service and nonprofit professionals, and educational institutions that support the public's financial and estate planning and charitable planning needs.

We are hard at work to become the 'foundation of choice' for improving financial awareness and financial literacy.

You are not required to financially support The Financial Awareness Foundation in any way or have to pay a marketing or membership fee or make a contribution in order to participate in these important improving financial awareness movement or programs. But as a 501(c)(3) nonprofit your support and contributions are always welcomed and very much appreciated.

To learn more about The Financial Awareness Foundation, the Improving Financial Awareness Movement, Campaigns, & Programs

Visit our website at <http://www.TheFinancialAwarenessFoundation.org>

Becoming a TFAF-Ambassador-Volunteer-Overview

<http://www.thefinancialawarenessfoundation.org/pdf/TFAF-Ambassador-Volunteer-Overview.pdf>

Here are links to our latest **Improving Financial Awareness & Literacy Movement Report & Magazine™** that shows how our colleagues across the country are participating.

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

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



The Master Plan and How Everyone Benefits

Please join the distinguished Co-Honorary Chairs for the 2016 Improving Financial Awareness & Financial Literacy Movement



Representing Academia, Patricia D. White, JD, Dean of the University of Miami School of Law. Her legal career spans four decades as an attorney and an educator. Dean White is transformative and a visionary; and the National Jurist Magazine named her as one of the most influential people in legal education in 2015, 2014, and in 2013.



Representing News Media, Susan R. Lipp, Editor in Chief of Trusts & Estates magazine, the WealthManagement.com Journal for estate-planning professionals, and a member of the Penton Wealth Management team. She oversees both the print and online version of T & E, as well as the monthly e-newsletter articles.



Representing Nonprofits, Andrew Watt, FInstF, President & CEO, of the Association of Fundraising Professionals (AFP), representing individuals and organizations that raise more than \$100 billion in charitable contributions every year around the world for countless causes. He has spoken in many countries about fundraising and philanthropy, working to bring charities and governments together to maximize the impact of philanthropy and help engage citizens with their communities and their world.



Representing Financial Services, xxxxx. To be announced shortly.

and leading financial service and nonprofit associations, their professional members and organizations, financial service companies, employers, municipalities, the press media, and other concerned organizations and individuals in supporting, and actively participating in National Financial Literacy Month each April and National Estate Planning Awareness Week in October.



The Goals

- Substantially improve financial awareness and financial literacy across all ages, incomes and demographic groups.
- Alert the general public why having a current and up-to-date financial and estate plan is an important financial responsibility not only to themselves but to their families, loved ones, and their philanthropy.
- Inform and educate the general public, in an entertaining format, to the essentials principles of smart personal financial management.
- Motivate the general public to take action to get and keep their financial house in order with up-to-date estate and financial and gift plans.
- Guide the general public to find the right professionals to cost effectively implement and keep their financial, estate, and gift plans current.
- Educate financial service and nonprofit professionals and their organizations to better serve their clients and the general public, and potential donors.

The Strategy is to touch the vast majority of the general public and financial service and nonprofit professionals at least twice a year with a growing concentrated personal finance content media blitz campaign built around the strategic venues of:

- National Financial Literacy Month (NFLM - April)
- National Estate Planning Awareness Week (NEPAW – 3rd Week in October)

We understand that this is a massive undertaking. As we move into the 8th year of the **Improving Financial Awareness & Financial Literacy Movement** it's being accomplished through leading organizations that include:

- Financial service associations and their members
- Nonprofit associations and their members
- Financial service professionals and their companies
- Nonprofits
- Employers
- Technology companies
- Educational institutions
- Government entities
- News media



This is supplemented throughout the year with the develop and delivery of exceptional educational content and tools to the general public and to financial service and nonprofit professionals and their organizations, and educational institutions that support the general public's financial and estate planning and charitable planning needs.

You can see many of the participating organization and their work within our latest **Improving Financial Awareness & Literacy Movement & Magazine™** by clicking on the following link or pasting it in your browser.

- **Spring** <http://www.thefinancialawarenessfoundation.org/pdf/TFAF-SpringCampaignReport&Magazine.pdf>
- **Fall** <http://www.thefinancialawarenessfoundation.org/pdf/TFAF-FallCampaignReport&Magazine.pdf>



Fun, Easy, & Profitable Ways to Participate in the Financial Awareness Movement and Implement into Your Calendar

1. Place financial and estate planning editorial content into your website, newsletters, social media groups, your chapters local newspapers, and radio/television/web-based shows and ads, in support of National Financial Literacy Month (April) and National Estate Planning Awareness Week (3rd week in October). If you should need content please contact us or see the free sample articles within the Press & Industry Media Kits and Guides found under the Campaign tab at www.TheFinancialAwarenessFoundation.org.
2. Add the **We Support Improving Financial Awareness & Financial Literacy Co-Branded Icon** to your website with a link to <http://home.thefinancialawarenessfoundation.org/campaigns.html>



Co-Brand by placing
your logo here

Here's a link to download the Foundation graphic <http://www.thefinancialawarenessfoundation.org/pdf/FA-FL-Graphic.jpg>

Here's a link to download the Co-Brandable graphic <http://www.thefinancialawarenessfoundation.org/pdf/Co-brand-FA-FL-Graphic.jpg>

3. Add an **"Improving Financial Awareness & Financial Literacy Page or Toolkit"** to your website. This is an excellent opportunity to show your support and to provide your employees, clients, prospects, and members of your community with a great platform to share important financial information. Check out what the Association of Fundraising Professionals (AFP) has done for its 35,000 members <http://advancingfinancialawareness.org>
4. Encourage your organization and associates to host or take part in a 'general public' or a 'professional' national webinar or community workshop built around built around personal financial planning and/or estate planning during the months of April and October. We have scripted public presentations for you that you can be easily customized and branded that are entitled
 - **"Building Blocks to Successful Financial Planning"**
 - **"Building Blocks to Successful Estate Planning"**



A version of the “**Building Blocks to Successful Estate Planning**” presentation and slides and attendee gift can be seen and downloaded at www.stelter.com/webinars.html. This was presented as a national live recorded webinar for The Stelter Company’s nonprofit community during National Estate Planning Awareness Week, and again for the Almond Board of CA executives and staff as an in house employee benefit program, and with the American Endowment Foundation for National Estate Planning Awareness Week. We can work with you to do something like this for your organization.

http://aefonline.actonsoftware.com/acton/rif/9733/s-046a-1510/-/sf-rpt-00O1600007Tbm7-090d:35b/l-sf-rpt-00O1600007Tbm7-090d/showPreparedMessage?utm_medium=email&utm_source=Act-On+Software&utm_content=email&utm_campaign=Be%20Better%20at%20Estate%20Planning&utm_term=Click%20here&cm_mmc=Act-On%20Software-_-email-_-Be%20Better%20at%20Estate%20Planning-_-Click%20here&sid=iZeoSfCnn

5. Provide local seminars and workshops. Encourage your local

- Financial Planning Association Chapter
- Estate Planning Council
- Partnership in Philanthropic Planning Council
- Association of Fundraising Professionals Chapter
- International Association of Advisors in Philanthropy Chapter
- Society of Financial Service Professionals Chapter
- Nonprofits

and their financial professional associates to join in with you to host or take part in community-wide programs built around personal financial and estate planning during the months of April and October in support of improving financial awareness and financial literacy.

6. Invite one of our speaker bureau members to address your conference, event, and meetings on the Importance of Improving Financial Awareness & Financial Literacy for your organization. Or become a speaker bureau member to address conferences, events, and meetings on the Importance of Improving Financial Awareness & Financial Literacy.
7. Circulate financial awareness campaign materials and the Press & Industry Media Kit and Guides to your members, colleagues, associates, and encourage them to support and participate in these important events. These can be found under the Campaign tab on www.TheFinancialAwarenessFoundation.org beneath downloads. We can work with you to customize and co-brand an Improving Financial Awareness & Literacy Campaign Guide & Information Kit to meet your needs.
8. Ask your State Governor and other political contacts to provide supporting proclamations for National Financial Literacy Month April and for Estate Planning Awareness Week in October. This needs to be done semi-annually and is usually an online form that’s easy to complete. Here’s a link to a sample proclamation

<http://home.thefinancialawarenessfoundation.org/pdf/DraftImprovingFinancialAwareness-NFLM-NEPAW-Proclamation.pdf>

Do the same with your Congressmen and Congresswomen, and with local Mayors & City Council Members

9. Build and schedule some of your organizations annual marketing, branding, advertising, and social media programs and conferences around these strategic venues for improving financial awareness and financial literacy to take full advantage of the concentrated media blitz on your members, their organization’s employees, donors, and prospects.
10. Contact us if you can volunteer some staff or executive time to help on national and international efforts.



11. **Become an Ambassador / Volunteer / Strategic Partner with The Financial Awareness Foundation.**

Organizations are not required to financially support The Financial Awareness Foundation in any way or pay any marketing or membership fee or make a contribution in order to participate in this important improving financial awareness and financial literacy movement, campaigns and programs. But as a 501(c)(3) nonprofit financial support and contributions are always welcomed and very much appreciated. Here's a link that introduces this further and you can share with your employees and associates.

<http://home.thefinancialawarenessfoundation.org/pdf/TFAF-Ambassador-Volunteer-Overview.pdf>

12. Other activities to consider and discuss

- a. Financially Green Organization Certification Program™
- b. Publishing
- c. Custom activities and content
- d. Joint research projects
- e. Fun challenges
 - i. As to who has the best Financial Awareness ...
 - 1. Community Activity
 - 2. Checklist
 - 3. Article
 - 4. Campaign Slogan
 - ii. As to who has the most financially literate
 - 1. Chapter / Council
 - 2. Employees
 - 3. Members
- f. Help us with our fundraising and capital campaigns
 - 5. Campaign Flyer
 - 6. Website
 - 7. Other possibilities?

13. Financially support these amazing, broad-based, multifaceted campaigns for improving financial awareness and financial literacy by reallocating existing marketing dollars and or adding new dollars to these important biannual campaigns.



How Everyone Benefits

What a great opportunity for you to create goodwill and new revenue opportunities while performing a very important and values community service.

- 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 staff, 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 to smart financial management; it empowers them to make better informed productive everyday financial 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 service professionals and their organizations benefit by acquiring new business from more informed and motivated clients.
- Employers benefit from having employees who are less stressed, happier and more productive.
- Nonprofits and fundraisers benefit with increased donations, planned gifts, alternate beneficiary selections and bequests.
- Universities benefit by having alumni, faculty and staff who are less stressed, happier and more productive and more philanthropic.
- 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.

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



Calendar-Planner

The following is a scheduling tool designed to assist with the planning of your annual involvements with the improving financial awareness & financial literacy movement, campaigns, programs, & activities. Please feel free to edit it and adjust for your unique situation.

Task		Jan	Feb	Mar	April	May	June	July	Aug	Sep	Oct	Nov	Dec
1. Placement of Financial & Estate Planning Editorial Content in Support of NFLM & NEPAW													
Public Financial Planning & Estate Planning Content													
1.	Appoint responsible person to manage the program		Xxxxxx	xxxxxx					xxxxxx	xxxxxx			
2.	Develop content for the public or contact us for materials		Xxxxxx	xxxxxx					xxxxxx	xxxxxx			
3.	Website												
4.	Newsletters												
5.	Social Media												
6.	News Media												
7.	Develop Annual Flyer												
8.	Developer Semiannual mailer												
9.													
10.													
11.	Present Content				Present Content						Present Content		
12.													
Campaign Communications													
1.	Appoint responsible person to manage the program		xxxxxx	xxxxxx					xxxxxx	xxxxxx			
2.	Develop content for the members & associates or contact us for materials		Xxxxxx	xxxxxx					Xxxxxx	xxxxxx			
3.	Members												
4.	Members & Associates												
5.	Develop Annual Flyer												
6.	Developer Semiannual mailer												
7.													
8.	Present Content				Present Content						Present Content		
9.													
2. Add a Improving Financial Awareness & Financial Literacy Page to your Website													
1.	Add a Improving Financial Awareness & Financial Literacy Page to your website												
2.	Populate it with articles and links on												
3.	Financial Planning												
4.	Estate Planning												
5.	Gift planning												
6.	Life Planning												
7.	Legacy Planning												
8.													
9.	Add a blog												
10.													
11.	Contact for content and ideas												



Task		Jan	Feb	Mar	April	May	June	July	Aug	Sep	Oct	Nov	Dec
12.													
13.	Establish and update refresh schedule												
14.													
15.													
3. Webinars & Seminars													
Public Presentation													
1.	Appoint responsible person to manage the program	Xxxxxx	Xxxxxx	Xxxxxx				Xxxxxx	Xxxxxx	Xxxxxx			
2.	Develop presentation materials or contact us for materials	Xxxxxx	Xxxxxx	Xxxxxx				Xxxxxx	Xxxxxx	Xxxxxx			
3.	Select Speakers		Xxxxxx	Xxxxxx					Xxxxxx	Xxxxxx			
4.	Develop marketing materials		Xxxxxx	Xxxxxx					Xxxxxx	Xxxxxx			
5.	Add to calendar		Xxxxxx	Xxxxxx					Xxxxxx	Xxxxxx			
6.	Distribute marketing materials			Xxxxxx	xxxxxxxx					Xxxxxx	Xxxxxx		
7.													
8.	Presentation				Present Content						Present Content		
9.	Follow-up Survey				Xxxxxxxx						Xxxxxxxx		
10.													
11.													
12.													
13.													
14.													
15.													
Professional Presentation													
1.	Appoint responsible person to manage the program	Xxxxxx	xxxxxx	Xxxxxx				Xxxxxx	Xxxxxx	Xxxxxx			
2.	Develop presentation materials or contact us for materials	Xxxxxx	Xxxxxx	Xxxxxx				Xxxxxx	Xxxxxx	Xxxxxx			
3.	Select Speakers		Xxxxxx	Xxxxxx					Xxxxxx	Xxxxxx			
4.	Decide if you are offering CE credits, if so get appropriate certifications or program approvals		Xxxxxx	Xxxxxx					Xxxxxx	Xxxxxx			
5.	Develop marketing materials		Xxxxxx	Xxxxxx					Xxxxxx	Xxxxxx			
6.	Distribute marketing materials			Xxxxxx	xxxxxxxx					Xxxxxx	Xxxxxx		
7.													
8.	Presentation				Present Content						Present Content		
9.	Follow-up Survey				xxxxxxxx						Xxxxxxxx		
10.													
11.													
12.													
4. Local Seminars & Workshops													
1.	Appoint responsible person to manage the program	Xxxxxx	xxxxxx	Xxxxxx				Xxxxxx	Xxxxxx	Xxxxxx			
2.	Develop presentation materials or contact us for materials	xxxxxx	Xxxxxx	Xxxxxx				Xxxxxx	Xxxxxx	Xxxxxx			
3.	Select Speakers		Xxxxxx	Xxxxxx					Xxxxxx	Xxxxxx			
4.	Decide if you are offering CE credits, if so get appropriate certifications or program approvals		Xxxxxx	Xxxxxx					Xxxxxx	Xxxxxx			
5.	Develop marketing materials		Xxxxxx	Xxxxxx					Xxxxxx	Xxxxxx			
6.	Distribute marketing materials			Xxxxxx	Xxxxxxxx					Xxxxxx	Xxxxxxxx		
7.													



Task		Jan	Feb	Mar	April	May	June	July	Aug	Sep	Oct	Nov	Dec
8.	Presentation				Present Content						Present Content		
9.	Follow-up Survey				Xxxxxxx						xxxxxxx		
5. Circulate Press & Industry Media Kits to Members													
1.	Appoint responsible person to manage the task	Xxxxxx	Xxxxxx	xxxxxx				Xxxxxx	Xxxxx	Xxxxxx			
2.	Customize and edit Kit	Xxxxxx	Xxxxxx	xxxxxx				Xxxxxx	Xxxxxx	Xxxxxx			
3.	Develop communication	xxxxxx	Xxxxxx	Xxxxxx				Xxxxxx	Xxxxxx	Xxxxxx			
4.	Send out and post communication		Xxxxxx	Xxxxxx					Xxxxxx	Xxxxxx			
5.													
6.													
7.													
8.													
9.													
6. Ask Your State Governor and other Political Contacts for a Supporting Proclamation													
1.	Semi-annually contact your state governor and request a supporting proclamation for												
	National Financial Literacy Month (April)		XXXXX	Xxxxxx	Xxxxxxxx								
	Estate Planning Awareness Month (October)								Xxxxx	xxxxxx	xxxxxxx		
	This is usually an online form that's easy to complete. Here's a link to a sample proclamation http://home.thefinancialawarenessfoundation.org/pdf/DraftImprovingFinancialAwareness-NFLM-NEPAW-Proclamation.pdf												
2.	Do the same with your Congressmen & women		Xxxxxx	Xxxxxx	Xxxxxxxx				Xxxxxx	xxxxxx	Xxxxxxx		
3.	Do the same with local Mayors & City Council Members		Xxxxxx	Xxxxxx	Xxxxxxxx				Xxxxxx	Xxxxxx	xxxxxxx		
4.													
5.													
7. Current Program Integration													
1.	Annual Conference												
2.													
3.	Education Development												
4.													
5.	Publishing												
6.													
7.	Videos												
8.													
9.	Leave a Legacy®												



Task		Jan	Feb	Mar	April	May	June	July	Aug	Sep	Oct	Nov	Dec
	8. Other Programs & Activities												
	Financially Green Organization Certification Programs™												
1.	For Staff												
2.	For Members												
3.	For Other Organizations												
4.													
5.													
6.													
	Other Thoughts												
1.	National Philanthropy Day												
2.	Videos												
3.	Publishing												
4.	Assist with a campaign to get all state governors to sign supporting proclamations for National Financial Literacy Month & National Estate Planning Awareness Week												
5.	Contest for the best Financial Awareness 1. Community Activity 2. Checklist 3. Article 4. Campaign Slogan 5. Campaign Flyer 6. Website 7. Other possibilities?												
6.	Challenge who has the most financially literate 1. Chapter / Council 2. Employees 3. Members 4. City 5. State 6. University												
7.	Joint Research Projects & White Papers												
8.	Joint Fundraising Campaigns												
9.													
10.													
11.													
12.													
13.													
14.													
15.													
16.													
17.													
18.													
19.													
20.													
21.													







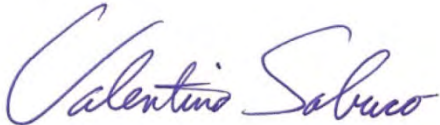
We Welcome Your Assistance and Support

To learn more about us and the improving financial awareness & financial literacy movement, campaigns, programs and efforts, and **'how you can make a meaningful difference'** visit us at www.TheFinancialAwarenessFoundation.org and join our new discussion group on [LinkedIn](#).

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 to The Financial Awareness Foundation, please contact me directly.

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

Respectfully submitted,



Valentino Sabuco, CFP® , AEP®

Executive Director & Publisher

The Financial Awareness Foundation

A 501(c)(3) Nonprofit Dedicated to Significantly

"Improving financial awareness & financial literacy..."SM

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Help us do more by making a tax deductible contribution today!



Improving Financial Awareness & Financial Literacy Movement & Programs...TM

The FINANCIAL AWARENESS Foundation - 17 | Page



Research Footnotes & Links for Financial Awareness & Financial Literacy

1. 2015 Spring Improving Financial Awareness & Financial Literacy Report & Magazine™
 - a. <http://www.thefinancialawarenessfoundation.org/pdf/SpringCampaignReport&Magazine.pdf>
2. 2015 Fall Improving Financial Awareness & Financial Literacy Report & Magazine™
 - a. <http://www.thefinancialawarenessfoundation.org/pdf/TFAF-FallCampaignReport&Magazine.pdf>
3. About National Financial Literacy Month
 - a. <http://home.thefinancialawarenessfoundation.org/pdf/About-NationalFinancialLiteracyMonth.pdf>
4. About National Estate Planning Awareness Week
 - a. <http://home.thefinancialawarenessfoundation.org/pdf/About-NationalEstatePlanningAwarenessWeek.pdf>
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 - a. <http://www.360financialliteracy.org/Topics/Retirement-Planning/Social-Security/Sources-of-retirement-income-filling-the-Social-Security-gap>
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