

# GUIDE TO PROMOTING “HER LIFE, HER FINANCIAL FUTURE” CAMPAIGN

## Suggested Activities & Examples

(Targeting Women 30-70 yrs. Prospect Lists)

### Branch Activities

- Enhanced Branch Training - “Women & Investing” (FRG Library/Featured Campaigns)
- TV Screens - “Her Life, Her Financial Future” (FRG Library/Featured Campaigns)

### Social Media Posts

- Social Media Content - “Women in Investing” (FMG)
- Social Media Content - “Her Life, Her Financial Future” (FRG Library/Featured Campaigns)

### Website Activities

- Website Banner - “Her Life, Her Financial Future” (FRG Library/Featured Campaigns)
- Landing Page - “Her Life, Her Financial Future” (FRG Library/Featured Campaigns)
- Video - “The Long Run: Women And Retirement” (FMG)
- Video - “Bridging The Confidence Gap” (FMG)

### Email Marketing

- Article - “The Quest for Financial Independence” (MOD)
- Email - “Prospects: Women Business Owners And Retirement” (FMG)
- Webinar Invite - “Retirement Savings Challenges for Women” (FRG Library/Featured Campaigns)
- Webinar Invite - “Women and Money” (FRG Library/Featured Campaigns)

### Print Collateral

- Article - “Financial Strategies For Women” (FMG)
- Article - “Conquering Retirement Challenges For Women” (FMG)
- Article - “Women And Financial Strategies” (FMG)
- Checklist - “25 Documents You Need Now” (FRG Library/Featured Campaigns)
- Postcards/Flyers - “Her Life, Her Financial Future” (FRG Library/Featured Campaigns)

### Seminars

- Seminar - “Retirement Savings Challenges for Women”
  - Seminar - “Women and Money”
- (Complete seminar kits available in FRG Library)

### Themed Events

- Client Appreciation Idea #1 - Networking Gala for Professional Women
- Client Appreciation Idea #2 - Community Service Day for Women
- Client Appreciation Idea #3 - Women's Wellness and Yoga Retreat
- Client Appreciation Idea #4 - Family Photo Day (around the holidays)
- Client Appreciation Idea #5 - National Women's Month Brunch (March)
- \*Educational Events - Ask permission to reach out to beneficiaries for introduction and invite to age-specific or life milestone-related webinars
- \*Educational Events- Collaborate with local womens clubs and organizations to present seminars or appear as a guest speaker

FMG and MOD (Marketing on Demand) items can be found by entering the title of the piece in their search box in your respective accounts.

Due to MOD and FMG regularly updating their content, some of the proposed pieces may not be available. If you find that your piece is no longer available, please contact your dedicated Marketing Account Manager for assistance in finding a replacement piece.

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There are more women in the workforce, as business owners and as household breadwinners, and they are often living longer and earning more than their

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