

## **NTSA Rai\$e Her Initiative Participant FAQs**

### **1. What is the "Rai\$e Her" initiative?**

"Raise Her" (also referred to as Rai\$e Her) is an educational campaign created by the National Tax-Deferred Savings Association (NTSA).

### **2. What is the main goal of this program?**

The initiative is a dedicated 5-year campaign with the specific mission to educate 1 million women in building financial confidence.

### **3. How much does it cost to participate?**

There is no cost to participate or to access more information about the initiative.

### **4. What are the key steps to building financial confidence according to the program?**

The program outlines four fundamental action steps:

- **Gain an understanding** of your finances.
- **Identify your options** for investing and saving.
- **Find a financial professional** to guide you.
- **Regularly meet** with your financial professional to adjust your approach.

### **5. How can I improve my financial understanding?**

You can build your baseline financial confidence by actively utilizing professional financial resources, including educational webinars, classes, and relevant publications.

### **6. Where should I look first to maximize my financial future?**

Your employer-sponsored retirement or savings plan is highly recommended as it could be your single best investment tool.

### **7. How can a financial professional help me?**

A professional can help you design a financial plan tailored uniquely to each stage and phase of your life, making sure you are prepared for every major milestone.

### **8. How do I find an appropriate financial professional?**

While looking for a professional, keep in mind that you may find someone directly associated with or offered through your existing employer plan.

**9. How often should I check in on my financial plan?**

Consistency is essential. You should set up regular, ongoing meetings with your financial professional so you can adjust your plan as your life and needs change.

**10. Are there any free resources available, and where can I find them?**

Yes! You can learn more by visiting [www.nts-net.org/education/raise-her/](http://www.nts-net.org/education/raise-her/)