

## **NTSA Rai\$e Her Initiative Presenter FAQ**

### **1. What is the overall mission of the Rai\$e Her initiative?**

The primary goal of the Rai\$e Her initiative is to educate and empower 1 million women in financial confidence over the next five years. The initiative aims to provide women across America with the foundational knowledge needed to make sound choices, overcome financial roadblocks, demystify industry language, and retire on their own terms with confidence.

### **2. Who is organizing this initiative and how can I contact them?**

The initiative is organized by the Women of NTSA / Working Group. For any questions or further assistance, you can reach out to NTSA Manager Tia Berry via email at [tberry@usaretirement.org](mailto:tberry@usaretirement.org).

### **3. What is my primary goal or target as a Presenter/Partner?**

As an industry leader, you are encouraged to invite fellow colleagues to join as presenters to help build a network of at least 1,000 Presenters/Partners. Individually, it is suggested that you aim to reach and teach about 200 women each year.

### **4. How should the educational meetings be conducted?**

Meetings must be held live—either in person or via a live webinar. The initiative strictly emphasizes being present and actively involved in the clients' financial journeys, so pre-recorded sessions are not permitted. Presenters are encouraged to schedule and hold these meetings as often as possible.

### **5. What materials are available to help me recruit other Presenters and Partners?**

To help expand the network, you have access to:

- **Presenter/Partner Join Us Flyer:** A flyer highlighting the benefits and opportunities of joining the initiative.
- **Presenter/Partner Join Us Social Media Assets:** Customizable social media posts designed to attract more industry leaders across your networks.

## 6. What materials are provided to help me find and register participants?

To drive participant registration, you can utilize:

- **Participant Register Flyer:** A flyer providing necessary program details to motivate and encourage individuals to sign up.
- **Participant Register Social Media Assets:** Social media content designed to urge potential participants to start their financial journey, which can be modified as you set up more classes.

## 7. What happens once a new participant registers for the program?

New participants will receive a **Participant Welcome and Instruction Letter**. This letter welcomes them and outlines a Four-Step process to establishing a solid foundation of financial habits, increasing their confidence to fully engage with their finances.

## 8. What is covered in the initial training course?

The program begins with the **Initial 20-Minute Course Module**. This module is specifically designed to provide a solid foundation in financial confidence by covering topics identified as traditional roadblocks to understanding, helping to demystify the complex language often used by financial professionals.

## 9. Do participants receive any recognition upon completing the course?

Yes. After completing the initial course, you will award participants a **Participant Certificate of Participation**. This certificate serves as a testament to their achievement in taking the first step and outlines their commitment to follow through with the first four steps of the Rai\$e Her challenge.

## 10. How does participating in this initiative benefit me as a professional?

Beyond making a vital social impact, teaching these modules helps you consistently build your professional network and potentially grow your own client base.