



EDUCATIONAL SEASON

#SOARAHEAD

Join us in delivering health & wealth oriented solutions, offers, access & rewards to increase sales



and lower acquisition costs while passing savings on to our participants to help everyone #SOARAHEAD.

KEYS TO PARTICIPATE

1. **Provide participants a deal greater than they can obtain on their own or from a similar program**
2. **Share revenue or sponsor promotions to off-set communication costs**
3. **Remain profitable to create a mutually beneficial long-term relationship**

CONNECT FOR YOUR BENEFIT™

The first step to promoting your business is to become a member yourself. Join today as a charter member to help us share and grow content so we can all #SOARAHEAD.



MISSION

Improve personal finance and healthcare knowledge.

BENEFIT FOCUS

SOAR AHEAD is delivered through workplaces focused on the following during this period:

1. Financial literacy
2. Health literacy

IMPORTANT: SOAR AHEAD is actively seeking leaders to assist in developing and delivering a program to improve financial and health literacy in workplaces beginning in April/May.

Can you help us? Contact us today to discuss how we can work together to #SOARAHEAD!



PRINT DROP 3/27

Reserve your spot by 2/1 to be included in this season's SOAR AHEAD magazine and other groups' printed materials for this period.

APRIL

Money Focus: **Financial Literacy**
Health Focus: **Health Literacy**



Athletic wear, baseball, home improvements & services financial planning, home ownership, outdoor gear, Tax Day.

MAY

Money Focus: **Emergency Savings**
Health Focus: **Women's Health**



Auto-care, Graduations, Memorial Day, Mother's Day, NBA-NHL Playoffs, NFL Draft, Seasonal Attractions, spring apparel, skincare

JUNE

Money Focus: **Home & Auto Insurance**
Health Focus: **Men's Health**



Father's Day, Flag Day, lingerie, parks, swim-wear, tools & hardware, tropical travel

** NOTE: Education and Summer seasons overlap in June. Men's health related content is featured in this season's materials, and summer-related content in the next season's materials.*

SEASONAL FOCUS



PLANNING: Help people set and reach financial goals



EARNING: Maximize earnings from work and investments



SPENDING: Get people the best value for their hard earned money



SAVING: Increase savings and financial stability



SECURING: Secure personal information and accounts while properly insuring participants, their family, and their assets



SCORING: Optimize credit scores to reduce the cost of borrowing and help people get and keep jobs



NEED: Optimize access to high-quality, cost effective primary care and reduce the costs of specialty care



WELL-BEING: A-N-S-W-E-R-Oriented: Activity, Nutrition, Safety, Wisdom, Emotion, and Rest



STATUS: Better enable participants to track and view their personal health status including blood-pressure, cholesterol, activity, claims, and more



ENVIRONMENT: Match offerings to environments while customizing content, activities, incentives. and more