



LABOR 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

August and September provide a unique opportunity to speak to Americans of all ages about achieving success and prosperity through hard work, determination, and initiative. Starting with launching our children to to securing comfortable retirement anchored around honoring labor on Labor Day.

BENEFIT FOCUS

Participants are:

1. Identify unused benefits
2. Provide constructive feedback



PRINT DROP 7/31

Reserve your spot by 6/1 to be included in this season's SOAR Ahead magazine and other groups' printed materials for this period.

AUGUST

Money Focus: **Kid's Money**
Health Focus: **Kid's Health**



Back-to-school items, college savings, college planning, immunizations, football, laptops, physicals, mattresses, office supplies

SEPTEMBER

Money Focus: **Successful Retirement**
Health Focus: **Healthy Aging**



Above ground pools, airfare, bicycles, elder services, harvest, holiday travel, jackets, Labor Day, life insurance, retirement, smart phones, swing sets, wine, video game consoles

HARVEST

SOAR AHEAD was founded in Northern California with support from UFCW 8-Golden State and will forever feature California's production and distribution of nutritious farm fresh produce, meat, wines and spirits during this time of year.

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