



WELCOME TO THE TEAM!

Member Activation

Academic Coordinator: Jasmine Beam
Chapter Development Specialist: Katherine Lesch



AFEA
American Financial Education Alliance

TERRITORY ANALYSIS

Jon Vogel - 66614

Venues

One

- **Venue Name:** Topeka & Shawnee County Public Library
- **Non-profit rate:** Free
- **Capacity:** 50
- **Setup:**Auditorium

Two

- **Venue Name:** K-State Student Union
- **Non-profit rate:** \$160 / Session
- **Capacity:** 42
- **Setup:** Classroom (Long Tables); Lecture Hall; Chairs Only

Comparisons

1. **Overland Park, KS #4656** | 58 Avg. Households/Class **Inactive**
2. **Topeka, KS #4859** | 14 Avg. Households/Class **Inactive**

Counts

IPA Min. Recommended: 100K+

Total: 26, 775 total counts in a 34-mile radius

66614 TOPEKA, KS 0.00 1112	66073 PERRY, KS 19.91 E 37
66615 TOPEKA, KS 1.97 NW 180	66536 SAINT MARYS, KS 20.75 NW 41
66610 TOPEKA, KS 2.03 S 928	66070 OZAWKIE, KS 21.14 NE 88
66604 TOPEKA, KS 2.36 NE 353	66423 ESKRIDGE, KS 21.42 SW 6
66611 TOPEKA, KS 3.10 E 179	66509 MAYETTA, KS 22.27 N 8
66606 TOPEKA, KS 3.96 NE 141	66526 PAXICO, KS 22.49 W 15
66605 TOPEKA, KS 4.63 E 374	66407 BELVUE, KS 25.27 NW 16
66609 TOPEKA, KS 4.98 SE 136	66049 LAWRENCE, KS 25.72 E 1592
66603 TOPEKA, KS 5.04 NE 1	66422 EMMETT, KS 25.78 NW 2
66619 TOPEKA, KS 5.22 SE 8	66047 LAWRENCE, KS 25.88 E 739
66607 TOPEKA, KS 6.20 E 6	66543 VASSAR, KS 26.25 S 6
66608 TOPEKA, KS 7.06 NE 1	66523 OSAGE CITY, KS 26.70 S 38
66616 TOPEKA, KS 7.16 NE 3	66419 DENISON, KS 26.82 N 1
66618 TOPEKA, KS 7.94 N 496	66046 LAWRENCE, KS 27.57 E 364
66402 AUBURN, KS 8.15 SW 123	66066 OSKALOOSA, KS 27.59 NE 36
66539 SILVER LAKE, KS 8.38 NW 117	66088 VALLEY FALLS, KS 27.76 NE 26
66617 TOPEKA, KS 9.01 NE 373	66044 LAWRENCE, KS 28.10 E 327
66546 WAKARUSA, KS 9.62 S 81	66451 LYNDON, KS 28.24 S 16
66542 TECUMSEH, KS 9.68 E 172	66401 ALMA, KS 28.70 W 45
66409 BERRYTON, KS 10.55 SE 231	66436 HOLTON, KS 30.83 N 91
66429 GRANTVILLE, KS 11.64 NE 6	66054 MC LOUTH, KS 31.97 NE 52
66533 ROSSVILLE, KS 13.51 NW 34	66830 ADMIRE, KS 32.10 SW 4
66414 CARBONDALE, KS 14.00 S 15	66547 WAMEGO, KS 32.19 NW 242
66507 MAPLE HILL, KS 15.25 W 16	66528 QUENEMO, KS 32.51 S 5
66512 MERIDEN, KS 15.67 NE 56	66076 POMONA, KS 32.58 SE 12
66440 HOYT, KS 16.31 N 26	66833 ALLEN, KS 33.43 SW 7
66537 SCRANTON, KS 17.90 S 14	66097 WINCHESTER, KS 33.79 NE 7
66413 BURLINGAME, KS 18.57 S 20	66416 CIRCLEVILLE, KS 34.34 N 5
66431 HARVEYVILLE, KS 18.97 SW 3	66540 SOLDIER, KS 34.68 N 1
66418 DELIA, KS 19.31 NW 1	66006 BALDWIN CITY, KS 34.86 SE 267
66524 OVERBROOK, KS 19.48 SE 43	66510 MELVERN, KS 35.66 S 3
	66025 EUDORA, KS 35.71 E 179
	66060 NORTONVILLE, KS 35.84 NE 26
	66086 TONGANOXIE, KS 36.55 E 284
	66868 READING, KS 37.24 S 13
	66535 SAIN

WHAT ARE MY COSTS?

1-YEAR MEMBERSHIP

The only way to use our program - membership includes access to our materials and your Academic Coordinator as well as many other exciting benefits.

MAIL

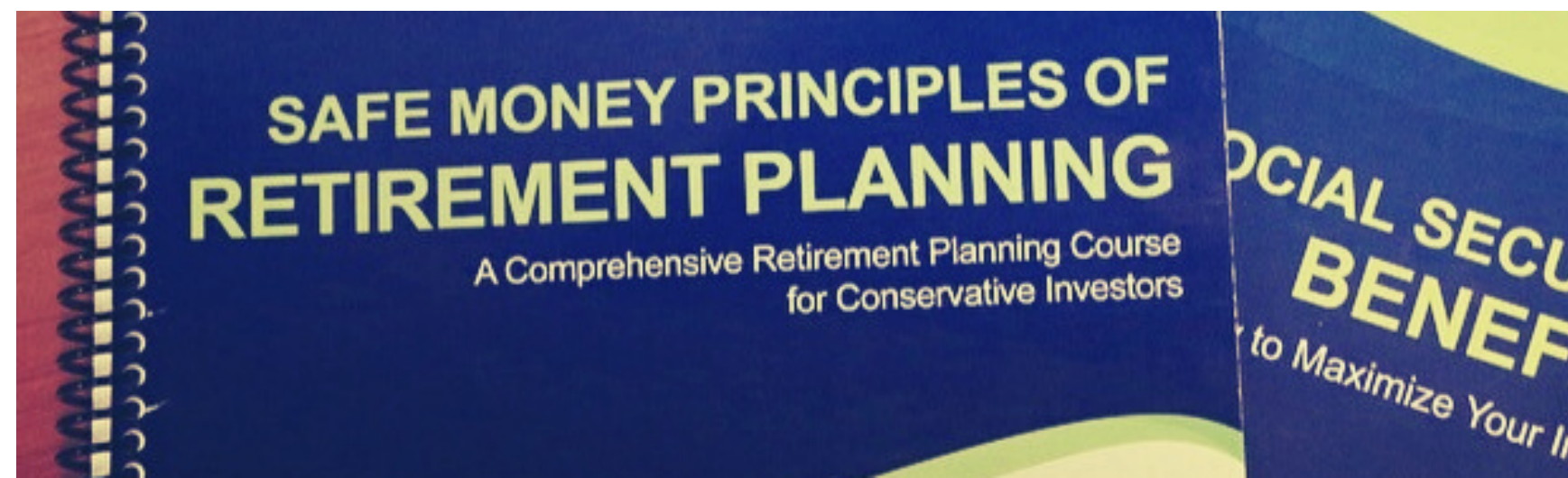
Direct mail is our main method of advertising. You can expect a response rate ranging from .5% to 1.5% from our direct mail pieces.

VENUE RENTAL

Venue rental prices will vary. The average rental price is between \$80 and \$180/day, but can range from FREE to \$350/day. This all depends on the specific venue.

WORKBOOKS

College Course workbooks are \$12/piece (we recommend purchasing 25/mail campaign to start) Mini workshop books are \$5/piece and (we advise purchasing 50/mail campaign to start with).



DIRECT MAIL COSTS



MINI WORKSHOP MAILER

53 cents/piece
Min: 7,500 pieces
\$3,975
2-4 classes / mailer



COLLEGE COURSE MAILER

54 cents/piece
Min: 10,000 pieces
\$5,400
1-2 sessions / mailer



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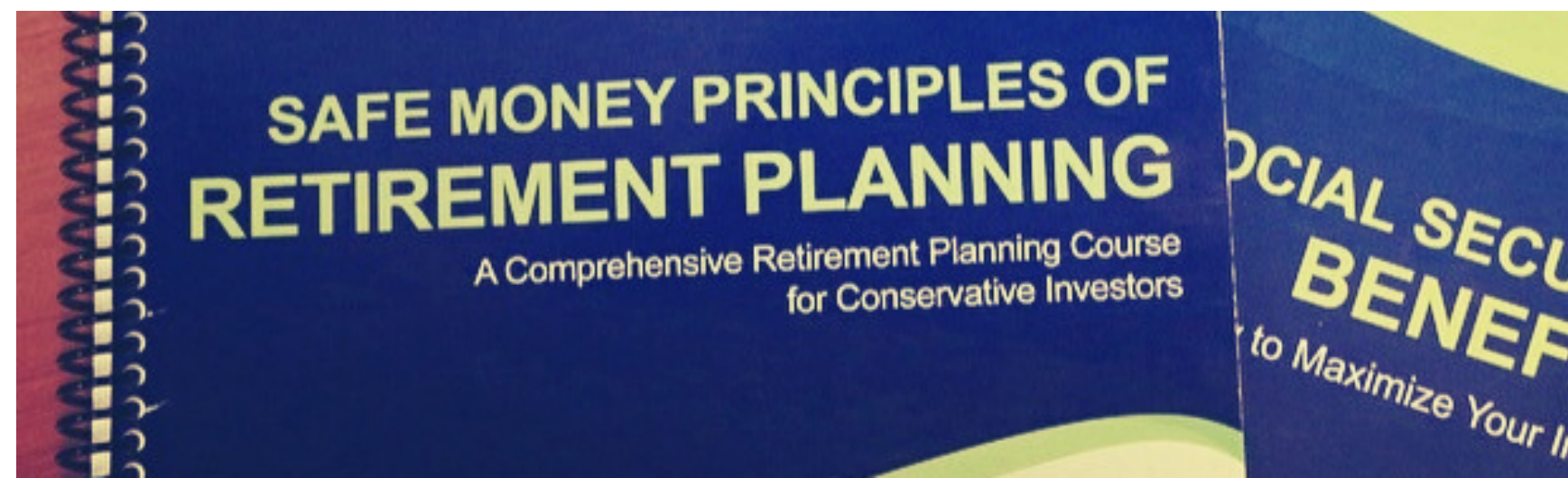
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Activation Items

Verify Contact Info

Make sure we have your contact information correct for all future communication.

AFEA Email

You must use this for **all** communication with any AFEA students prior to the Disclosure Form.

Chapter Dashboard

This is where all of your events and registrations will be held. Let's take a look!

Blackboard

You can find training videos on this platform and keep up to date on Open Office schedules.

AFEA Members Only Site

Bookmark this link! You can find any external resources, contact info, and documents you need for AFEA on this website.

Fin.Ed Show Podcast

Monthly podcast hosted by Katherine Lesch & Kaeleen Bruce, Co-CEO's of AFEA, also known as the Fin.Ed.Grls. Podcast will cover 2-4 short topics per episode, all related to financial education!

Business Cards

Let's review and make sure your business cards are approved!

B U S I N E S S C A R D S

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Investment advisory services offered through RetireWise Tax and Wealth Advisors, Inc., a Kansas Registered Investment Adviser.

AN IRS APPROVED 501(C)(3) NON-PROFIT ORGANIZATION

Our Recommendations



Topics

Social Security

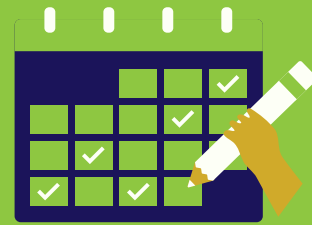
Medicare

Taxes in Retirement (Covisum)

Living a Tax-Free Retirement

Retirement Income Planning

Essentials of Estate Planning



Days & Times

Weeknights (M-Th)

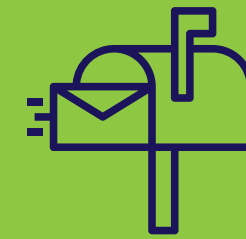
6:00pm or 6:30pm

Saturday Mornings

10:00am-12:00pm

Daytime classes (M-Th)

10:00am, 11:00am, or 1:00pm



Marketing

Direct Mail

Min. 7,500 pieces

Trifold, Bifold, Newsletter

Chaser Postcard

Digital- Facebook

Add mailers with digital

*Please note we need a 5–6 week lead time for live mini workshops, and a 7–8 week lead time for a college course campaign.

The Process

Classes Booked
Documents Signed
Payments Made

Receive and
Study Course
Presentation(s)

Prep all Workshop
Documents and
TEACH!

ERF Recieved
Venue Research
Begins

Marketing
Setup, Approval
and Payment

Order Workbooks,
Apparel, and
Promotional Items





BOOK YOUR FIRST EVENT