



# YOUR SUPPORTER DIGITAL CHEAT SHEET

## #FPWEEK2019

Every year the CISI host a week long campaign dedicated to raising public awareness of the value that financial planning adds to a client's life and aims to encourage the nation to take care of their finances. Support the campaign online to help us maximise the collective online presence, reaching wider audiences and boost the impact.

### Join the conversation online

Follow us across social media



@CISIWayfinder



@CISI and @WayfinderCISI



@the\_CISI



cisi.org/linkedin



Tell consumers why you and your company have chosen to support Financial Planning Week using #FPWeek2019 and #FPWUK. Let everyone know what you'll be doing throughout the week to show your support by sharing it across social media, and link to our campaign webpage [cisi.org/fpweek](http://cisi.org/fpweek)

### Use the Financial Planning Week supporting logo



Raise awareness of the campaign by using the logo across social media, webpages or blogs, and use the email signature – all available in the Financial Planning Week toolkit.



Plan well to live well

Take advantage of free consultations, guides, tips and tools available throughout the week.

### Access the Financial Planning Week Toolkit



To help you and your company make the most of this week, we've curated a range of resources for you to use including social media banners, press templates, email signatures, guides, feedback forms and a presentation. Access it all here: [cisi.org/fpwtoolkit](http://cisi.org/fpwtoolkit)

### Share your financial planning tips and inspiring messages



Share your financial planning tips, tools, testimonials and stories – these can come in many forms including infographics, blog posts or a short video. Feel free to send any content you believe carries the message of financial planning. For guidance please visit [cisi.org/fpweekfirms](http://cisi.org/fpweekfirms)

### Publish a press release



Issue a press release declaring your support for the campaign and link any relevant consumer projects or initiatives. We can provide a comment for your press release should you like one, or you can download our Financial Planning Week template from [cisi.org/fpwtoolkit](http://cisi.org/fpwtoolkit)

If you have any questions or ideas on how we can spread the word even further, please don't hesitate to contact us at [fpweek@cisi.org](mailto:fpweek@cisi.org)