



FRATERNAL BENEFITS EVENT **Investments**

A PLAYBOOK ON HOW TO PROMOTE A SUCCESSFUL
FRATERNAL BENEFITS EVENT FOR OUR INVESTMENTS
SOLUTIONS AND SERVICES.



**Knights of
Columbus**
Asset Advisors®



Introduction

This document includes information and resources to help IARs promote a successful Investment Fraternal Benefits Event specifically aimed at introducing our suite of investment services and solutions – one of the most extensive lineups of Catholic investment strategies and products in the world.

How does the promotion of an investments fraternal benefits event differ from an insurance event?

- IARs are required by law to document and track invitation lists, archive promotional materials and provide a log on all marketing/promotional activities.
- Field Agents can support the event through indirect means (leaving flyers on desks, tables, cork boards etc.). **They cannot promote the event in a direct-to-prospect manner.**

Fraternal Benefits Events are excellent forums through which you can serve the needs of the community, build relationships, sustain and grow the Order – and contribute to the health of your business. They are best in person, but can also be held virtually, in webinar format.

Sections in this toolkit

- Invitation templates
- Event registration
- Building an invitation list
- Event promotion
- Event materials
- Conclusion/compliance event checklist





Invitation templates

Personalized invitation templates, based on your event format, are available for download through the Agent Supply Store. Every resource is compliance approved. IARs must use these approved templates without additional modifications.

Tip

Order your invitation supplies 6 to 8 weeks prior to your event date.



Minopoli Seminar Ad
Template: **SEM-MINO**



KofCAA Seminar Invite:
AA-SEMINV



Minopoli Webinar
Invite: **LM-INVITE**





Event registration

Set up your RSVP as an opportunity to gather relevant data, track guests who attend and file with your marketing materials and event information.

Use the event registration as an opportunity to gather insights on your registrants.

Do they work with an advisor?

What are their financial goals?

How important is alignment with their faith/values?

Do they value giving back to others?

Do they know the work of the Order?

Webinar Registration

Topic: 2022 Economic Outlook

Description: 2021 Year-End Review & 2022 Economic Outlook: A discussion about the winners and losers with the Knights of Columbus Asset Advisors and opportunities with Donor-Advised Funds and qualified distribution contributions with the Knights of Columbus Charitable Fund.

Time: Jan 18, 2022 07:00 PM ET (Eastern Time (US and Canada))

Required Information

First Name *
Last Name *

Email Address *
Confirm Email Address *

Address *

City *

State/Province *

Zip/Postal Code *

Phone *

5 Digit Council Number

Membership Number

How are you managing your financial portfolio - financial advisor or self-directed?

Have you had an independent financial review since COVID?

What are your financial concerns and/or goals?

Information you provide when registering will be shared with the account owner and host and can be used and shared by them in accordance with their Terms and Privacy Policy.

Register

An opportunity for long-term dialogue and relationships



1. Archive your marketing events
2. Follow up with attendees – warm leads
3. Tighten your bonds with Grand Knights/councils
(Notify Grand Knights if council members attended)



Building an invitation list

Current clients

- Reach out to insurance clients
- Employ a “bring a friend” approach

Members in your investment territory

- Collaborate with Fraternal leaders to invite members of other councils in your investment territory
- Share invitations with Grand Knights of nearby councils

Community

- Start with friends and family
- Post to parish bulletins, website
- Find active Catholics in your territory who are not overly familiar with the Order
- Consider local and regional Catholic schools
- Don't forget any relevant non-profits and local civic organizations





Lists: advice on prospecting

Focus on ‘warm’ leads:

Probe people you know for prospects they know who might benefit from our financial services solutions (remember to consider men and women.)

This leads to greater and faster conversion from prospect to client.

Always remember young or new fathers who may wish to join our order.



Warmer
Colder

- Family & friends
- Insurance clients & members in assigned councils
- Members in unassigned councils within IAR territory
- Acquaintances in local Catholic community from parishes, schools, business, non-profit organizations
- Active Catholics not familiar with the Knights of Columbus and/or IAR

The power of a “network”

Word of mouth among those you know

2x

Word of mouth generates
2x more sales than paid ads

McKinsey Research

92%

75% of people don't believe in
advertisements, but 92% believe
brand recommendations from friends

Nielson Global AdView Pulse

4x

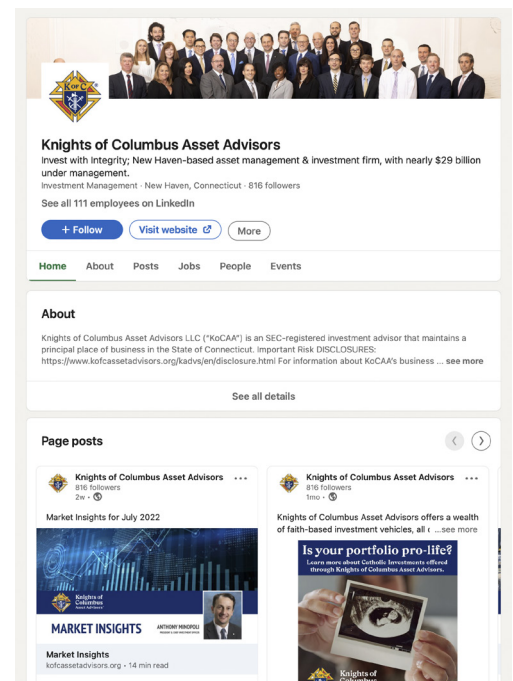
People are 4x more likely to
buy when referred by friends

Nielson Survey on trust and advertising



How to promote

- **IARs are primary promoters** (i.e.: invitations must come from IARs).
- **Establish direct communication** with your client pool and core prospects.
- Do not settle for one wave of communication; rather, **plan for a series of at least 3** emails or combination of mail, email, phone, in-parish channels etc.
- Go beyond your Insurance/Fraternal territory – **expand to a wider audience.**
- **Rally the support of as many Grand Knights as possible** (take the time to speak with and court them). They are permitted to promote to their respective council.
- **Leverage the assortment of promotional channels** available through local parishes (bulletin texts, bulletin ads, remarks after Mass, table after Mass, presence at entrance to church, flyers on cork or community boards etc.).
- **Send invitation to Marketing Team** for possible posting on KoCAA LinkedIn Account or communication with council leadership. Be sure to **follow our parent KoCAA LinkedIn page**. IARs and Field Agent, non IARs, can like and share posts from the KoCAA page, comments must be turned off.
- **Use compliant materials** available in the Agent Supply Store. If in doubt, attend office hours or ask management for clarity.



How not to promote

- **Do not use Field Agents to actively promote your event.** Given they are not licensed as IARs, they are not allowed to actively promote an Investment FBN event. They can, however, distribute flyers passively or support in a behind-the-scenes and indirect manner, but not actively or directly to prospects.
- **Do not use or respond to posts on Facebook.** IARs can only participate in social media by sharing or liking posts from the KoCAA LinkedIn page.
- When in doubt, **ask for permission instead of asking for forgiveness.**

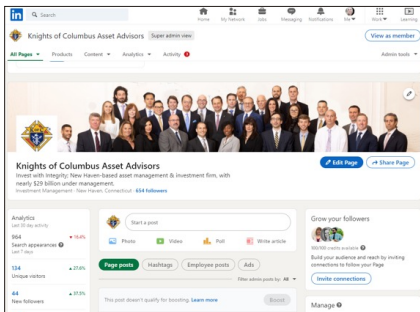


Using KoCAA LinkedIn to promote

LinkedIn example

If you have an upcoming Fraternal Benefit Investment Event and would like to promote via social media, contact the marketing department by submitting a request in the Agent Portal via the [Feedback Form](#). Provide the event invitation and someone will help to post to the KoCAA LinkedIn page on your behalf. IARs, FAs, AGAs, GAs, RAECs, staff can help to share/like the post. Comments must be turned off.

Tap into your social media network to help promote the event.



Event materials > Investment sales sheets



Agent Supply Store > Home > Investments > Sell Sheets

Choosing an approach that's right for you

Leverage the strength and experience of KoCAA's investment team that manages over \$29 billion* dollars in assets. Choose from a wide selection of model portfolios designed for your unique investment needs.

Risk Based Model Portfolios

Full Model Portfolio Name	Risk Profile	Cash	Bond	Large Cap	Mid Cap	Small Cap	Int'l	Real Estate	Commodities
Knights of Columbus Conservative	1	2.0%	22.0%	20.0%	10.0%	0.0%	0.0%	0.0%	0.0%
Knights of Columbus Conservative with Positive	1	2.0%	22.0%	20.0%	10.0%	0.0%	0.0%	0.0%	0.0%
Knights of Columbus Moderate Conservative	2	2.0%	18.0%	20.0%	14.0%	12.0%	5.0%	0.0%	2.0%
Knights of Columbus Moderate Conservative with Positive	2	2.0%	18.0%	20.0%	14.0%	12.0%	5.0%	0.0%	2.0%
Knights of Columbus Moderate	3	2.0%	12.0%	20.0%	16.0%	16.0%	8.0%	0.0%	0.0%
Knights of Columbus Moderate with Positive	3	2.0%	12.0%	20.0%	16.0%	16.0%	8.0%	0.0%	0.0%
Knights of Columbus Moderate Growth	4	2.0%	6.0%	20.0%	16.0%	16.0%	12.0%	12.0%	2.0%
Knights of Columbus Moderate Growth with Positive	4	2.0%	6.0%	20.0%	16.0%	16.0%	12.0%	12.0%	2.0%
Knights of Columbus Growth	5	2.0%	0.0%	16.0%	22.0%	22.0%	12.0%	12.0%	0.0%
Knights of Columbus Growth with Positive	5	2.0%	0.0%	16.0%	22.0%	22.0%	12.0%	12.0%	0.0%
Knights of Columbus All Equity - Value Til	6	2.0%	0.0%	0.0%	12.0%	40.0%	15.0%	0.0%	10.0%
Knights of Columbus All Equity - Balanced	6	2.0%	0.0%	0.0%	8.0%	30.0%	10.0%	0.0%	10.0%
Knights of Columbus All Equity - Balanced with Positive	6	2.0%	0.0%	0.0%	8.0%	30.0%	10.0%	0.0%	10.0%
Knights of Columbus All Equity - Growth Til	6	2.0%	0.0%	0.0%	2.0%	18.0%	18.0%	0.0%	10.0%

*Assets Under Management as of 12/31/2021. These are the investments of 2021/2022 and are subject to change at any time. Risk Profile ranges from 1-6. This is an internal rating system that is based off the risk tolerance questionnaire. The numbers represent the risk profile, not the return, and investment objectives, which remain the same in a whole number system. Each approach is subject to the appropriate terms of a whole number risk rating, which may vary from the risk rating.

To learn more about Knights of Columbus Asset Advisors

Knights of Columbus Asset Advisors®

MUTUAL FUNDS | INSTITUTIONAL INVESTMENT | CHARITABLE DONATIONS

Investment Sell Sheet: 11285

Your Guide to Knights of Columbus Asset Advisors Catholic Investments

KoCAA has \$29+ billion in assets under management*

Knights of Columbus Asset Advisors launched a suite of faith-based investment strategies comparatively priced for Catholic investors. Investors have access to a holistic plan-based approach in full compliance with Catholic teachings.

The Catholic Difference

Our investment approach incorporates a Catholic moral investment process. This provides clients with options to align investments with personal beliefs. Our family of mutual funds follows the investment guidelines of the United States Conference of Catholic Bishops (USCCB). The six themes included in these guidelines are:

- Protecting human life
- Preserving human dignity
- Reducing arms production
- Pursuing economic justice
- Protecting the environment
- Encouraging corporate responsibility

KoCAA Advantage

Model portfolios are designed to meet investment objectives, varying risk tolerances, and time horizons. Clients have access to a comprehensive integration of strategies from multiple investment firms – benefiting from investment professionals with deep expertise in their respective asset classes. Our profits help to support charity, evangelization, and the Church at the local and global level.

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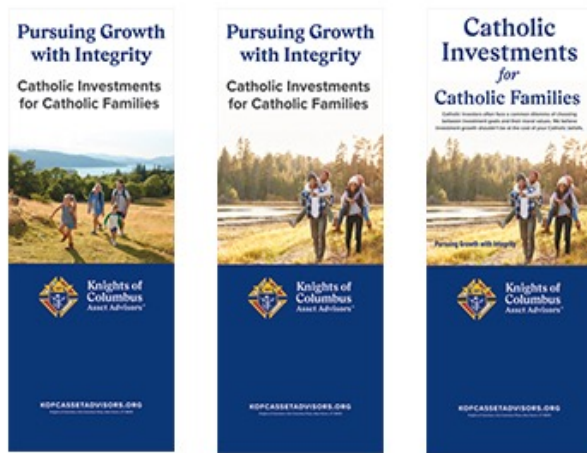
Risk Based Model Portfolio
Sell Sheet: 11292



Event materials > Banners & table covers



Agent Supply Store > Home > Investments > Table Cloths and Banners

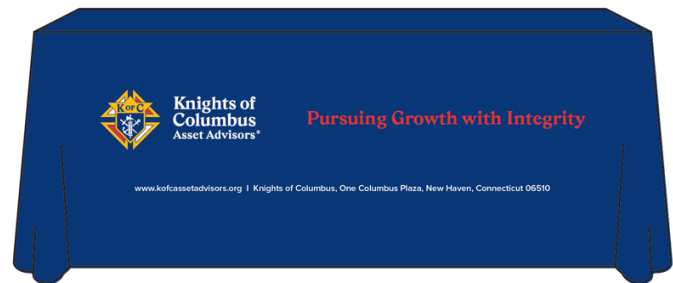


Option 1

Option 2

Option 3

33.5" Deluxe Retractable
Banner Kit: **BANNER-MF**



Asset Advisor – 6' Table Cloth: **AA-TC-6**

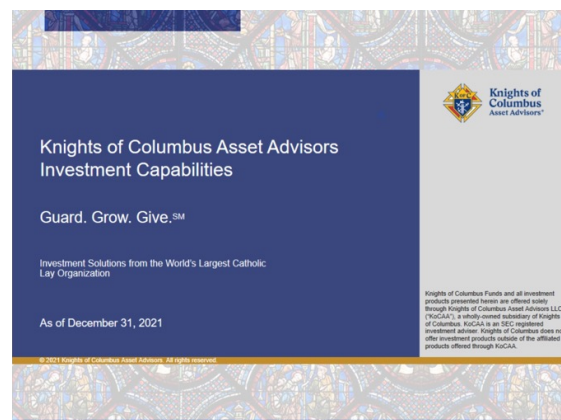
Asset Advisor – 8' Table Cloth: **AA-TC-8**

Event materials > The presentation



Agent Supply Store > Home > Marketing Materials – Investments

Two Powerpoint presentations – one standard and another abridged – have been developed/approved for your use.



Investments

Checklist

- ✓ Look for the compliance requirements for hosting events. Checklist provided in the investment compliance catalog in Agent Supply Store.
- ✓ Provide your supervisor with your monthly Marketing Tracker Template



Knights of Columbus
Asset Advisors®

Compliance Requirements For Hosting In-person and Virtual Events

Investment Advisor Representatives should prepare a file, preferably digital, for all virtual and in-person events. Please submit a copy of your file to your supervisor for record keeping. Files should be archived on a company server, with regularly scheduled back ups to secure data.

Marketing materials, including invitations and/or handouts, need to be approved by compliance. The templates that are available to use through WebbMason have already been approved by compliance.

File should contain the following items:

- ▶ Date & time of the event.
- ▶ Name of the event, speaker(s), and a brief description of the agenda.
- ▶ Venue or virtual host platform
- ▶ List of individuals who were invited
- ▶ List of individuals who registered to attend
- ▶ Sign-up sheet, if possible, for in-person events
- ▶ For Fraternal Benefit Seminars – include the cc member names.
- ▶ Handouts, copy of the invitation
- ▶ Expenses

IAR Event Checklist: 11284

11284 1/22



Agent Supply Store > Home > Investments > Compliance

Information, ideas, questions

Questions, ideas and suggestions can be submitted in the Agent Portal via the [Feedback Form](#).

