HOW TO USE THIS TOOLKIT

This toolkit provides a step-by-step guide to implementing the FINRA Foundation's Outsmarting Investment Fraud program in your community. The guide provides instructions on how to use the *Outsmarting Investment Fraud* curriculum—a research-based presentation that unveils the "psychology of a scam." Additional campaign elements include a cinema-quality DVD; online tools available at ***www.SaveAndInvest.org***; and print, radio and television public service announcements that can be sent to you upon request. Each element within the guide is designed to help investors protect their finances and make smarter investment decisions.

What's in the toolkit?

Whether you are a state securities regulator, a representative of the State Attorney General's office or a member of a volunteer or civic organization interested in educating your membership about financial fraud, this toolkit can assist you in talking about investment fraud and teaching investors the steps they can take to identify and prevent it. Regardless of the tactics you choose—such as holding an *Outsmarting Investment Fraud* curriculum workshop, hosting a viewing party to watch and discuss "Tricks of the Trade: Outsmarting Investment Fraud" or distributing educational materials to raise awareness in your community—this toolkit provides tips and materials to get started. Resources include:

- ❑ **Reaching your audience:** An introduction to the realities of investment fraud and an overview of prevention messages that have proven effective.
- ❑ **Tips for conducting outreach:** Ideas for working with local organizations, businesses and the media to share the "ask and check" message.
- ❑ **How to plan an investor protection workshop or event:** Event ideas and planning tips to host a workshop or event using the *Outsmarting Investment Fraud* curriculum presentation or the "Tricks of the Trade: Outsmarting Investment Fraud" DVD.
- ❑ **Event planning templates and materials:** Planning timelines, agendas and other templates to help you plan your investor protection event.
- ❑ **How to use the *Outsmarting Investment Fraud* curriculum:** Developed with noted fraud experts, this interactive presentation teaches investors how to recognize and resist the sophisticated tactics used by fraudsters.
- ❑ **How to use "Tricks of the Trade: Outsmarting Investment Fraud":** Filmed in high-definition and featuring real-life stories from fraud victims, experts in fraud prevention and fraud criminals, this cinema-quality film outlines the same principles taught in the *Outsmarting Investment Fraud* curriculum presentation.
- ❑ **Outreach tools and materials:** Learn how to "pitch" available print, radio and television public service announcements; contact local media outlets; and order informational brochures, give-aways and other materials to support your activities and outreach.

- ❑ **Related resources:** Frequently asked questions, fact sheets and other recommended investor protection resources for background.

We hope this toolkit will help you conduct outreach and inform investors about the steps they can take to protect themselves and their families from investment fraud. If you have questions about the campaign or the tools outlined here, please contact the FINRA Investor Education Foundation at (202) 728-6964. You can also access these materials at ***www.SaveAndInvest.org***.