



Purse-onal Financial Future Workshops Presented by Allstate 2011

Allstate helps individuals in approximately 16 million households protect what they have today and better prepare for tomorrow, and is committed to serving customers how, when and where they choose to be served.

A recent study by credited sources confirmed the current average life expectancy for American women is 80.2 years - whereas American men can expect to live to age 75.1. Living longer means you need more money. Planning your financial future and fully preparing for retirement is something Allstate wants to help women do.

Allstate developed a presentation called "Creating Your Purse-onal Financial Future" that gives financial tips and knowledge to help you better understand your financial future.

Overview of the Program

Purse-onal Financial Futures Workshops are interactive, working sessions for women designed to provide basic financial fundamentals and focus on helping women get started on taking charge of their financial fitness.

How will Allstate Purse-onal Financial Future Workshop benefit your members?

- Safe, comfortable environment to gain some insights on things you can do to prepare yourself for a solid financial future.
- Free financial future workbooks, giveaways and a chance to for participants to identify three financial goals.
- A local Allstate agent will follow up with participants after 90 days to offer help in reaching their goals.
- Connecting with local financial experts in your community can help to grow the network of professionals connected to your organization.
- \$500 stipend to use towards fun food and refreshments at the event or benefit your organization

What would your organization need to do to participate?

It's easy! All your organization needs to do to offer this workshop is connect with Allstate's partners to coordinate the details and encourage participation with your members. **Our partners will:**

- Work with your organization to send invitations to your members via email.
- Determine whether your organization has a meeting space that could accommodate the workshop or identify an appropriate venue that meets the needs of your group.
- Supply snacks and beverages for the event.
- Manage the RSVP process and follow up with your organization to provide a participant list.
- Provide Facebook and Twitter messages to help you publicize the workshop.

Timing

Allstate is working to hold the majority of the Purse-onal Financial Futures Workshops in the fall of 2011.

Next Steps

Join Allstate in helping to financially empower women in your community. Please contact Kelly Mercadal at kmercadal@mmlhouston.com or 713-523-7900 for more information.