

## Spreading the NEAFCS Message

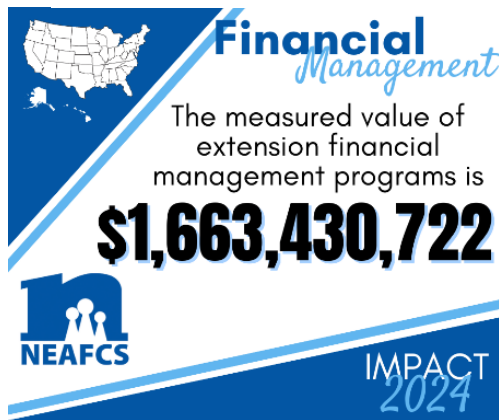
*Mindy McCulley (KY), Marketing and Public Relations Subcommittee Chair*

**\$1,663,430,722!!!** with a B! I don't know about you, but that number is hard for me to wrap my head around. Can you imagine how much larger that number would be if EVERYONE in NEAFCS who is conducting financial management programs reported their programming numbers?

The goal of the Marketing and Public Relations Committee is to share the message of the great works performed by NEAFCS members in a relevant and relatable way. When you report the work that is being done in your state then you have done half of our job for us . . . you have gathered the data, now we just have to put it in a format that is easy for you to share!



Figure 1



So, to that end we have created a couple of ways that you can share the work that we are doing across the nation. The **Impact at a Glance** infographic (see Chris Zellers Article) shares the contact numbers gathered from nationwide. While these numbers are great, they truly only reflect about 20% of our nation. In addition to the social square (figure 1) referenced in the first paragraph, ten more NEAFCS Impact 2024 social squares highlight the work reported nationwide. Both of these resources can be found on the Public Affairs page on the NEAFCS website.

The impact of the national work will be even greater if you couple it with the work that has been done in your state. So, we have provided editable graphics that mirror the national graphics, for your use. You will find a link and QR code at the end of this article for the editable resources. We recommend downloading and sharing a national graphic

and a state graphic together or a state graphic and a local graphic together. This helps your clientele make the connection between local, state, and national work.

On the infographic template, simply edit the state name in the descriptor paragraph, and update the data. You may change the contact information to your local information if you wish.

For the social square template, on each square you will need to:

- edit the state symbol in the top left corner.
- edit the data.

Of course, the stories behind the data are the **Impact Statements** which are also found on the Public Affairs page. These statements inform stakeholders of the vital and valuable work that happens throughout the nation each and every day. Thank you for all that you do and for taking the time to share your story. Without your story, the data is just numbers.

You can access the two editable resources at:



<https://bit.ly/StateImpactAtAGlance>



<https://bit.ly/StateImpact2024>