

Women's Initiative

MEMBERSHIP GUIDE



Our Mission

The NAPFA Women's Initiative ("WI") strives to attract, support, educate, and develop women as leaders within the financial advisory profession and to raise the awareness of the need for more female advisors. We work toward this mission by building a community of women advisors, providing programs at NAPFA events, attracting media attention through articles in financial publications, and providing networking, advocacy, and mentorship opportunities to women.

WAYS TO BE INVOLVED IN THE WOMEN'S INITIATIVE

Women's Initiative Membership

If you are a female member of NAPFA, you are already a member of the Women's Initiative! With this membership, you can find support, collaboration, and professional development within a community of women advisors. Membership allows you to participate in and contribute to conversation circles and webinars, the women's reception at NAPFA's annual Conference, and the WI Facebook group for discussion.

We are all mentors and mentees, learning from each other, and we offer scholarships to up-and-coming women advisors. We are a tribe of women with the goal of lifting one another up, especially when we may not have that support in our own firms and everyday work experience.

Participation means joining in, contributing your stories and experiences, and considering Committee or Subcommittee membership.

Committee Membership

NAPFA's Women's Initiative Committee is comprised of a minimum of 5, but not more than 10 members, including at least one NAPFA staff representative.

The Committee seeks members that are representative of the NAPFA membership. Currently, all Committee Members are female. The Committee reserves the right to include male members if deemed appropriate by a majority of the Committee Members.

Recruitment and Committee Terms

- NAPFA members submit volunteer applications in June/July annually.
- NAPFA Staff Liaison will review volunteer applications with Committee Chair(s), considering Committee size and subcommittee needs.
- Committee Members will renew their own membership annually, at the end of each fiscal year. NAPFA's fiscal year is September 1 through August 31.
- Serve on one of the Women's Initiative's subcommittees (see below).
- Act as ambassadors for the Women's Initiative, promoting the WI Mission.

Recruitment and Committee Terms

- Meet via videoconference call on a monthly basis. These meetings are currently scheduled for the first Thursday of every month at 11:00 AM Pacific/2:00 PM Eastern.
- Submit recommendations on topics and/or speakers for 2 to 4 sessions at each of the two NAPFA National Conferences, conversation circles, and other NAPFA events. The recommendations are subject to approval by the Conference Program Committee.
- Introduce conference speakers for WI sessions or moderate conference panel discussions.
- Make a concerted effort (if attending the conference) to attend the WI-sponsored reception and conference sessions.
- Debrief as a Committee post-conference to provide feedback on sessions and the experience as a whole.
- Volunteer to provide content for the NAPFA Advisor magazine to ensure that the Committee contributes to the magazine regularly.
- Participate in the Women's Initiative Facebook group by posting content to drive community engagement.
- Serve on one of the Women's Initiative's subcommittees (see below).
- Act as ambassadors for the Women's Initiative, promoting the WI Mission.

Subcommittees

The NAPFA Women's Initiative currently has the following subcommittees: Membership, Mentorship, and Scholarship. These committees may periodically change as the goals of the Women's Initiative change annually. Please see the following pages for details on each subcommittee.

Committee Chair(s)

The Committee Chair(s) will be a Committee Member who serves for a minimum term of one year and a maximum term of three years. The Committee Chair, or Co-Chairs, is recommended by the outgoing Chair. It is recommended that the Chair has served on the committee for a minimum of one year prior to assuming the role.

Committee Chair Responsibilities

- NAPFA members submit volunteer applications in June/July annually.
- NAPFA Staff Liaison will review volunteer applications with Committee Chair(s), considering Committee size and subcommittee needs.
- Committee Members will renew their own membership annually, at the end of each fiscal year. NAPFA's fiscal year is September 1 through August 31.
- Serve on one of the Women's Initiative's subcommittees (see below).
- Act as ambassadors for the Women's Initiative, promoting the WI Mission.

IMPORTANT CONTACTS

Spencer Bone, Managing Director of Member Engagement at NAPFA, WI Staff Liaison
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Abby Hasling, NAPFA Women's Initiative Co-Chair
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Janelle Woods, NAPFA Women's Initiative Co-Chair
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MEMBERSHIP SUBCOMMITTEE

Our goal is to promote engagement with the NAPFA Women's Initiative. We aim to develop and improve resources so that NAPFA members can easily connect and engage with the Women's Initiative and we aim to provide education to new WI Committee Members so that their service on the Committee can be meaningful.

Requirements:

One subcommittee chair and 1 to 2 members.

Responsibilities:

- Review Women's Initiative Charter annually.
- Review and propose revisions as appropriate to the Women's Initiative's page on the NAPFA website as well as the Facebook group.
- Review the Women's Initiative Guide annually and make edits as appropriate.
- Reach out to new female NAPFA members to introduce them to the Women's Initiative and encourage engagement.

Time Commitment:

Approximately 1 hour per month on average.

Mentorship Subcommittee

Our goal is to provide a structured opportunity for women to accelerate personal and professional development through a mentor/mentee relationship with a female NAPFA member. The mentorship program focuses on pairing advisors, paraplanners, and associates with experienced NAPFA members as mentors who may have had a similar set of professional and personal experiences or goals.

The program runs six months each year, from May through October. Subcommittee members are not required to participate as mentors in the program.

Requirements & Responsibilities:

- 1. **Chair:** Sets subcommittee meetings, prepares agendas, summarizes notes and action items from meetings, ensures deadlines are met, manages program communication and promo materials with NAPFA Staff Liaison.
- 2. **Pairings Coordinator:** Takes application data and puts together initial pairing recommendations based on the four participant types, communication preferences, and common interests.
- 3. **Event Leader:** Schedules and leads program kick-off and sign-off events, and any additional virtual networking events.
- 4. **Communications Manager:** Notifies selected participants of their match and next steps. Sends out monthly emails to participants that may include the following: conversation topic suggestions, reminders to meet, and helpful hints.

Time Commitment:

January to February	Review program and participant feedback from prior year. Finalize changes to program structure and applications . Review promotional materials.	1 hour/month
March to April	Finalize matches. Communicate Next Steps. Plan and attend the Program Virtual Kickoff.	2 hours/month
May to October	Send monthly prompts for topics and reminders to meet. Facilitate mentor/mentee networking events. Send participant feedback survey. Plan and attend the Program Virtual Signoff.	2-3 hours/month

SCHOLARSHIP SUBCOMMITTEE

Our goal is to encourage more women to enter the financial planning profession. We hope to attract female students interested in learning about financial planning as a career by offering academic scholarships, mentorship opportunities and a complimentary 1-year NAPFA student membership.

At this time, we have been approved for two scholarships of \$2,500 each for college students. In the future, if the Committee decides that the scholarship should also be offered to high school students, career changers, or the amount should be changed, a proposal can be submitted to the NAPFA Board for approval.

Requirements:

One subcommittee chair and 4 to 5 members.

Responsibilities:

- Determine qualifications for scholarship recipients.
- Prepare marketing materials to promote the scholarship.
- Advertise the scholarships on various platforms.
- Develop criteria to evaluate scholarship applicants.
- Review applications.
- Send out acceptance and rejection emails to applicants.
- Determine mentorship parameters.

Time Commitment:

November to December	Finalize Scholarship application, evaluation rubric and marketing flyer.	Less than 1 hour/month
January to March	Post scholarship in early January. Promote scholarship. Application deadline is 3/31	Less than 1 hour/month
After tax season to 5/31	Review applications and select recipients. Inform recipients by 5/31 *Depends on number of applicants and reviewers. May include additional NAPFA members to help review applications.	3-6 hours *