

**RTN Federal Credit Union Employer-Sponsored Seminars (about 45 min)**

	<b>Inputs</b>	<b>Activities</b>	<b>Outputs</b>	<b>Short-term Outcomes</b>	<b>Intermediate Outcomes</b>	<b>Long-term Outcomes</b>
Tier 1: Employer Sponsor Group		Collaborate with Sponsor Group staff to choose financial education topic. Discuss characteristics of the audience as perceived by employer group, time allotted, and goals of staff.	# updates to calendar of events	Increase communication and positive contact between RTN and Sponsor Group.  Provide Sponsor Group Employees free, convenient, information rich seminars tailored to their needs.	Sponsor Group invites RTN back to present future seminars.	Invites RTN to become part of their community by providing financial education, participating in benefit fairs and working with their employees.
Tier 2: Employees of Sponsor Group / Seminar Attendees	Sign in sheets, marketing materials  Subject Matter Experts Financial education presentation based on topic, time allotted, chosen by Sponsor group.	Subject Matter Experts deliver comprehensive financial education seminar, tailored to the individual needs of the group.  Complex financial concepts are made accessible in simple language.  Further resources where attendees can seek out additional help are provided, including RTN products and services.  Attendees are asked to sign in, provide email addresses, and return evaluations, and are provided with take away materials.  Follow up acknowledgements, in the form of emails or thank you cards are sent to attendees that provide their contact information.	# Non-members exposed to RTN.  # Completed Evaluations  # email addresses collected  # Thank you cards or emails	Increased awareness of subject matter, resources, products and services available to them.  Receive ongoing email communication from RTN.	Understand how subject matter applies to their situation.  Identify which products meet their needs  Choose the financial products that best further their financial goals  Understand resources and products of RTN that are geared toward their needs  Attendees see the value of RTN credit union membership.  Employees join RTN for valued products and services because of the relationship between RTN and attendee of seminar.	Become RTN members with high level of financial literacy and confidence when making financial decisions.  Sponsor Group Employees chose RTN as primary financial service provider, looking to RTN for all banking, loan, and financial education needs.