

# RESP SIGN-UP EVENT GUIDE

Aspire RESP Working Group and Community of Practice

[Year]

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# General Information

## History

[History of RESP work in Calgary.]

### Past Success

[What has contributed to successful events in the past?]

## Purpose

[Purpose of RESP Events (rationale)]

## [Year] Information

[RESP Week dates are we getting letters, other relevant information.]

# Advertisement

## Poster

[Standardized poster template (logos, ability to edit, standardized image out to community).]

## Newsletters

Standardized blurb to include in various community newsletters.

- Info on RESPs

- Event logistics

- Poster(s)

- Contact information

## Media Outlets

[Blurb for media, link to application forms, contact list for previous media outlets used.]

## Handouts

Small handouts to give to community during day-to-day interactions.

- Easy to read

- Easy to get through

- Catches the eye

- Enticing

## Presentation Material

Materials to be used in presentations to community

- Information sharing

- Advertising event

# Bank and Partner Communication

## Invitation

Letter to be sent to bank branches or reps. or Service Canada or other partners inviting them to attend the event.

Rationale for event

Benefits to bank

Requirements of bank (e.g. must open on site)

## What to Expect

### Logistics

Once partners accept invitation, breakdown of event logistics:

Wifi and printer access

Snacks and refreshments

Start and end time

### Attendee Demographics

[Basic information on who will be attending to prepare partners on what information will be useful or irrelevant to attendees. Opportunity to share about different values in regards to banking, interest, debt held by different cultural groups.]

### Soft Skills

[Basic information on helpful soft skills to employ when working with various demographics.]

## Contact List

[List of good bank contacts to reach out to for attendance at event.]

# Event Day

## Sign-up Material

[Sign-up sheet/cards, follow-up contact information.]

## Signage

Signage templates:

- Directional arrows

- Event instructions

- Welcome board

- Etc.

## Event Guide

Easy to use guide template to give participants to help them flow through the event:

- Stations

- What to have ready

- What order to go

- Next steps

## Reporting Requirements

Breakdown of reporting requirements:

- Service Canada

- Banks

- Aspire

- Prosper Canada

Weave requirements into:

- Surveys

- Sign-up documents

- Etc.

## Appendix

[Collection of materials listed throughout this document (printable, editable).]