

**MEMO# 9687**

February 18, 1998

## **SEC ANNOUNCES DETAILS OF "FACTS ON SAVING AND INVESTING CAMPAIGN", MARCH 29 - APRIL 4, 1998**

[9687] February 18, 1998 VIA FACSIMILE AND REGULAR MAIL TO: BOARD OF GOVERNORS No. 8-98 MARKETING POLICY COMMITTEE No. 4-98 PRIMARY CONTACTS - MEMBER COMPLEX No. 8-98 PUBLIC INFORMATION MEMBERS No. 1-98 SHAREHOLDER COMMUNICATIONS COMMITTEE No. 3-98 RE: SEC ANNOUNCES DETAILS OF "FACTS ON SAVING AND INVESTING CAMPAIGN," MARCH 29 - APRIL 4, 1998

Today, the SEC released the details of its "Facts on Saving and Investing Campaign," a week of nationwide activities devoted to investor education. The week will start on Sunday, March 29 and culminate in a National Investors Town Meeting on Saturday, April 4, 1998. The Institute is a partner in this SEC initiative and has been working with the SEC's Office of Investor Education and Assistance. We encourage you to review the enclosed materials and to participate as broadly as possible. Today, the SEC announced the following: ! Kickoff news conference with Chairman Levitt on February 24 in Washington, DC to announce the campaign and release a national report on the need for investor education. Institute President Matthew P. Fink will participate in this event. ! Campaign Slogan: "Get the facts. It's your money. It's your future." ! Daily Themes: Each day of the week will have a focus around which programs can be planned. (See pp. 5-7). Monday: Americans Need Financial Education Tuesday: Get a "Ballpark Estimate" of Your Retirement Needs Wednesday: Set Realistic Expectations Thursday: Teach Our Children Friday: You Can Do It: Start Small, Think Big. Know Your Rights and Responsibilities. Saturday: National Investors' Town Meeting ! Investor Education Seminars (See pp. 11-12). ! Completion of the Ballpark Estimate (See pp. 13-15). ! Educational programs for schools (See pp. 17-18). ! Media outreach activities. For example, USA Today has agreed to "partner" with the SEC in providing advertising and editorial support leading up to and including the entire week. ! A National Town Meeting featuring Chairman Levitt is scheduled for 1 - 3 pm EST in Washington, DC on Saturday, April 4. (pp. 7-10) This meeting will be broadcast to downlink sites across the country using USDA's national satellite network. The SEC has asked the ICI to encourage its members to host local town meetings around the national broadcast. The ICI is coordinating this national initiative with the SEC and has developed a mutual fund module for use at all SEC Town Meetings. (See pp. 8-10). Please call Sue Duncan at 202-326-5880 if you are interested in presenting this module. You may preview the module, which has been approved by the SEC, on the Institute's website at [http://www.ici.org/aboutfunds/11\\_key\\_ques.html](http://www.ici.org/aboutfunds/11_key_ques.html). As you consider participation in this event, please note the SEC guidelines at pages 19-21. These guidelines have been developed for financial industry groups, regulated firms or individuals and companies. The SEC requires

that the guidelines be followed. This program is being organized by the SEC's Office of Investor Education and Assistance. You may contact Nancy Smith, John Nester or Gerri Walsh at 202-942-7040. At the direction of the Executive Committee and Board of Governors, the Institute is developing programs and materials to support this campaign. We will keep you informed as plans are finalized and materials become available. If you have any questions, please call me at 202-326-5890. Julie Domenick Senior Vice President - Public Affairs Attachment

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