



## **An Industry Action Plan for Reverse Mortgage Education Week**

During the week of April 23, 2018, NRMLA will host a series of informational webinars to introduce reverse mortgages to more professionals who work with older adults. With an aim of raising awareness and acceptance of this unique financial tool that more than a million senior homeowners have used to age in place, we are collaborating with experts from other industries to educate their peers about how a HECM loan can benefit their clients.

NRMLA member companies can help grow our audiences by promoting Education Week webinars to your business partners and other related professionals. The webinars also present a great opportunity to engage your coworkers and employees in Education Week outreach efforts.

Here are some ways to participate in Reverse Mortgage Education Week:

- **Promote Education Week to Business Partners**
  - Include an Education Week image or icon on your company's business partner web pages and link to NRMLA's Education Week Calendar of Events once posted.
  - Use NRMLA's template emails to encourage business partners and members of your professional network to register for webinars.
- **Employee Engagement Campaign**
  - Encourage your company employees to join Education Week webinars
  - Show employees why we're proud to be a part of this industry
  - Record a video from your company leadership, "Why it's an exciting time to be a part of the reverse mortgage industry" tied to Education Week
- **Social Media Opportunities**
  - All April long, Tweet as part of NRMLA's "Did You Know" Social Media Campaign that will include factoids about home equity, HECM loans, retirement preparedness, and other subjects with the hashtag for Financial Literacy Month #FinancialLiteracyMonth.
  - Share the Faces of Reverse Mortgage Education Week
    - Use Facebook to tell a borrower story each day of Education Week that is tied to the theme of that day's webinar.
  - Post messages about Education Week webinars to Facebook, LinkedIn, and Twitter