

Knowledge Circles

\$5,500

Knowledge Circles, part of the FPA Connect platform, provide members with an a-synchronous opportunity to network, source information, and build community. Work with Knowledge Circle hosts to co-create content, timely conversations, quick polls, and other engagement with members. Partners can access discussion threads, gaining insight about target audience needs.

Planning topics include:

- Applied Behavioral Economics
- Business Success
- CFP Board's Code of Ethics and Standards of Conduct
- Investment Planning
- Public Policy and Regulation
- Retirement Planning
- Tax and Estate Planning
- Theory in Practice

Communities include:

- African American
- Asian American/Pacific Islander
- FPA Latino
- International/Cross Border
- Neurodivergent Planners
- PridePlanners
- Women and Finance

Partner benefits include:

- Access to member-only platform, FPA Connect
- Messages, questions, and other posts shared through Knowledge Circle discussion board for a 12-month period
- Partner-created content shared as resources posted on Knowledge Circle library
- Partner acknowledgement
 - » Logo on Knowledge Circle homepage
 - » Logo on digest email sent to Knowledge Circle members
 - » "Powered by" positioning on discussion posts

Reach: 19,000 passive engagers; 3,800 active engagers

Note: Partners will be required to follow FPA's code of conduct when engaging on FPA Connect