

# DCCA OFFICE OF THE SECURITIES COMMISSIONER UNION OUTREACH PROGRAM



## BACKGROUND

The Union Outreach program is designed to reach out to working people who belong to professional and trade organizations.

The program's goal is to reach out to the leadership of these organizations and partner with them to get the message of investor education to their membership. Originally created by our Investor Education Specialist to reach out locally to working families through unions in Hawaii, the program has become a national effort.

## WHAT MAKES UNION OUTREACH SO EFFECTIVE?

Professional and trade associations have collective bargaining agreements that traditionally include 401K savings plans and pensions. This means that every member has savings and most likely has investments in some form of securities. There is an immediate audience with serious financial concerns.

These associations have leadership that membership trusts and listens to. It is a great way to spread the message of investor protection widely.

The converse is true. Because of unified leadership and group dynamics, these professional and trade organizations may be vulnerable to Affinity Fraud. If you get the message of safe investing into the union, your message can immediately combat the particularly devastating impact of Affinity Fraud.

Finally, it is hard to imagine a time that is more urgent than now to get the message of investor education out to working families who are watching their 401Ks and pensions decline. Each dollar saved means a lot and helping working families is one way the Hawaii Office of the Securities Commissioner remains at the front of the campaign to help Main Street investors.

## HOW TO BRING THE UNION OUTREACH TO YOUR MEMBERS?

Call our Investor Education program at (808) 587-7400 to schedule an investor education presentation or a community exhibit for your members.

*(Source: North American Securities Administrators Association (NASAA) Investor Education Program. For more information visit the website at [nasaa.org](http://nasaa.org).)*

**To file a complaint, call 587-2267/Toll Free 1-877-447-2267.**  
*"Protecting Hawaii Investors"*

Hawaii Department of Commerce & Consumer Affairs  
Office of the Securities Commissioner



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