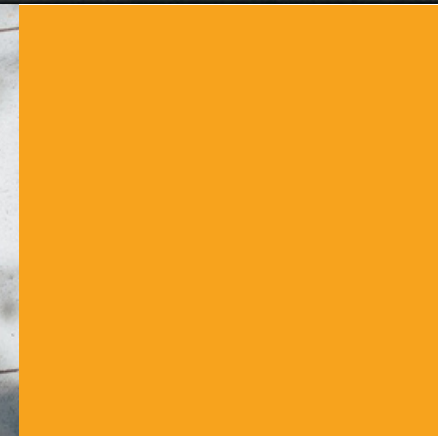
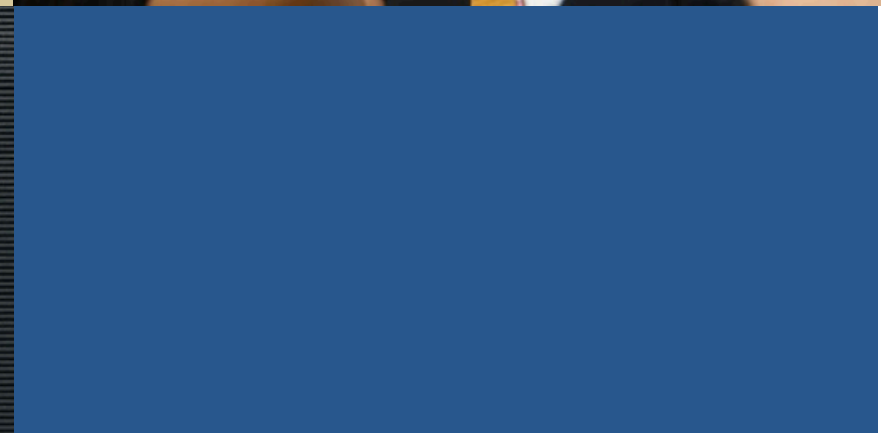
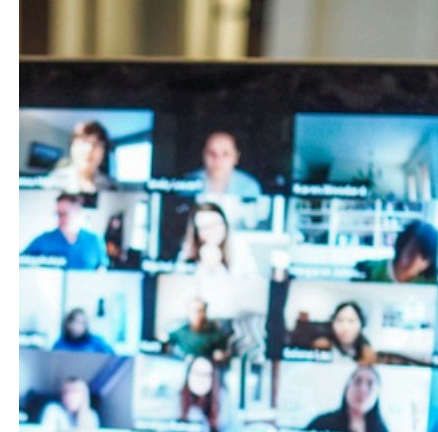




Second Saturday Deliverables



Welcome to the Second Saturday Team!

Together, we're changing what
it means to divorce in America.

Thank you for your interest in becoming part of our nationally acclaimed Second Saturday Divorce Workshop network. For over 30 years, Second Saturday has empowered individuals to make the best choices for themselves and their families. Our goal is to make Second Saturday available within a one-hour drive of everyone who needs help. You are part of that solution.



Your participation includes:



Preferred status for your area

Which shall be reasonably based on geographical considerations for your community and the zip code you provide during registration.

Access to the Second Saturday Operations Manual

A step-by-step guide to creating success, covering everything from establishing your team, finding your workshop location, marketing your workshop, suggested speaker outlines, and so much more.

Comprehensive marketing materials and handouts

Including Ginita's "Twelve Financial Pitfalls of Divorce", flyer templates, press release and email-content for introducing your workshop, follow up content, tip sheets for automating and systematizing your workshop, national press logos for your use, and the best of the best materials gathered from Second Saturday Workshops nationwide.

Online Workshop Operations Manual

Including presentation handouts and worksheets, email guide and templates, social ad parameters, and online event platform guidance.

Your participation includes:



Three 45-Minute "Get Up and Running Calls"

A Second Saturday Team Member will help set you up for success with three 45-minute phone calls designed to assist you in getting up and running as quickly as possible. In these personalized one-on-one calls, you will receive comprehensive, yet simple instructions on how to get your workshop off the ground quickly.

Best Practice Podcasts, Webinars, and Online Leader Huddles

These cover a variety of topics including raising awareness for your workshop, boosting attendance, converting attendees to clients, leveraging the halo effect of WIFE.org, working effectively to build your referral network and so much more. These are presented by Second Saturday team members, including co-founder Ginita Wall, and other Second Saturday Leaders.

Listing in the directory on Second Saturday website

Which clicks through to your Second Saturday site, event page, or business page with more information on your Second Saturday Workshop.

Your mission bio featured on Second Saturday.com

Communicating your motivation for serving those impacted by divorce.

Your participation includes:



Second Saturday's national marketing efforts

From new blogs on the website garnering organic search results to the growing Instagram and Facebook accounts, Second Saturday's national marketing effort brings potential attendees to the website and your workshop listing.

Engage in a think tank with other Leaders

The opportunity to engage with other Second Saturday Leaders on best practices from your peers across the country.



Participation Fees to the Non-Profit WIFE.org

Annual Commitment – Pay Monthly or In Full*

Year One

\$1,250 one-time contribution

+ \$195/month (12 months)

The initial payment to start is \$1,445

(\$1,250 + 195 = \$1,445)

Total First-Year Cost (Paid Monthly): \$3,590

Pay-in-Full Option (Save 10%): \$3,231

Annual Renewal

\$195/month (12 months)

Total Annual renewal total: \$2,340

Pay-in-Full Option (Save 10%): \$2,106

*Pricing reflects current rates and may be updated periodically



GOOD
VIBES
ONLY



Leader Requirements

Workshops
must be held
within your
designated area.



Areas must be
active within
twelve months
to retain license
and Workshops
must be held at
least four times
per year.



You cannot put
"consumer-
facing"
materials in
other areas

Meaning you are not permitted to physically place Second Saturday flyers outside of your area or advertise to the public in print publications with predominant circulation outside the boundaries of your area, such as a community newspaper.





Additional Requirements

Attribution to WIFE.org

On all press, web, and marketing materials and outreach related to your workshop.

Logos and link on your site

WIFE.org provided Second Saturday logo on your Second Saturday website, event page, or locally hosted web page promoting your Workshop.

Reciprocal links to WIFE.org from your Second Saturday site, event page, or locally hosted web page promoting your Workshop.

Workshop Feedback

Summary of evaluation forms completed by Workshop Attendees to be submitted to WIFE.org.

From our Leaders:



Melanie Johnson, CDFA®
Second Saturday National Director

"I held my first Second Saturday in 2006. For at least the first four years, a solid 85% of my new clients were attendees, and even now, at least half my new clients come from Second Saturday. Giving back and touching the lives of moms and families this way gives me a great sense of purpose!"



Mark Flowers
CFP®, CDFA®

"Being a socially responsible entrepreneur is about providing value to your community while making money. The Second Saturday workshop is an extension of my core values and allows me to have a powerful impact in my community by providing empowerment, financial literacy, and hope to women (a traditionally underserved population). I see a little bit of our story in each attendee."



Donna S. Cates
CPFA, CDFA®, CFP®

"I'm so grateful for the opportunity to be a Second Saturday Divorce Workshop Leader. I've built credibility and generated over 150 clients since leading the workshops."

Welcome to the Community!

We look forward to your participation and partnership as a Second Saturday Leader.

Do you need more information?
Contact David Barnett
leadersupport@secondsaturday.com
(858) 367-0703

