

YOUR FINANCIAL JOURNEY

PRESENTATION SCRIPT



SLIDE 1

Say: Hello, everyone! Thank you for joining me for this educational event. My name is [your name], and I'm a [your role, e.g., financial representative] with Modern Woodmen.

As a membership-based fraternal benefit society, Modern Woodmen is committed to offering a range of activities through local chapters like this one to enhance members' lives and benefit their communities. Please keep in mind that this educational event is intended for informational purposes only **and should not be considered financial, tax or legal advice for your individual situation.**

Let's get started!

SLIDE 2

Say: In the next 15-20 minutes, we'll cover:

1. What financial security means.
2. How life insurance plays a role in planning for your financial life.
3. The importance of saving and ways to start saving more.
4. Preparing for retirement – regardless of where you are now.

SLIDE 3

Say: Before I go any further, I want to thank [Chapter #] for hosting this event. You're all familiar with Modern Woodmen of America, and our chapters across the country are made up of local groups of Modern Woodmen members like you who come together to:

- Impact the community and help those in need.
- Discover new places and learn new things.
- Meet and build friendships with other local members.
- And have fun!

SLIDE 4

Say: Chapters are part of what makes Modern Woodmen unique as a fraternal financial services organization. “Fraternal” organizations like ours were built for our members’ benefit, not for stockholders.

As members of Modern Woodmen, we’re joined together by our common bonds of financial security, quality family life and community impact. Our common bonds not only unite us as members. Each year, they also lead to approximately 250,000 volunteer hours served in communities across the country. And they lead Modern Woodmen to contribute nearly \$20 million in support of fraternal activities and programs for members and their communities.

As Modern Woodmen members, most of you have life insurance or annuity products and have already taken important steps in protecting your financial security. Because this is one of the things that unites us as members, my presentation today focuses on ways you can strengthen your family’s financial security.

SLIDE 5

Say: Let’s start with financial security. It’s something we strive for, but what does it really mean to you? [\[ASK FOR AUDIENCE INPUT\]](#)

[\[CLICK\]](#)

As you’ve shared, financial security means anything from not worrying about future expenses to being prepared for unexpected events, saving for future goals, and/or planning for retirement. Financial security isn’t about having wealth; it’s about having a plan. A secure financial future begins with understanding your current financial situation and setting goals.

SLIDE 6

Say: So how do you get there? It starts with four key steps:

1. **Define your financial goals** – What do you want to achieve? A family vacation? A new home? A comfortable retirement? [\[CLICK\]](#)
2. **Assess your financial situation** – Understand your income, expenses and current savings. [\[CLICK\]](#)
3. **Customize an affordable plan** – Create a realistic strategy that aligns with your goals and priorities. [\[CLICK\]](#)
4. **Adjust over time** – Life changes, and your financial plan should adapt with it.

When you take these steps, you’re not just managing your money – you’re building the confidence and peace of mind that come with being financially secure.

SLIDE 7

Say: Just like a good home stands on a solid foundation, protecting your future is the foundation of financial planning.

We don't expect to face accidents, illness or premature death – but the truth is, life is unpredictable. If something were to happen to you, how would your family pay the bills? Many people are just a paycheck or two away from serious financial trouble.

The good news? This is a risk you don't have to take. Affordable options, like life insurance, can provide immediate cash to help your family in times of need. These funds can:

- Cover funeral and other final expenses.
- Pay off the mortgage or other debts.
- Provide ongoing income so your loved ones can maintain their current lifestyle.

SLIDE 8

Say: Life insurance provides cash to beneficiaries in case of your death to help take care of expenses like food, bills, mortgage or rent, debt, college, and funeral costs. Plus, it's free of federal income tax.

As you think about life insurance, ask yourself: [\[CLICK\]](#)

- How much coverage do I need to fully protect my family?
- Does my current coverage meet that need?
- When was the last time I reviewed my plan?

Life insurance can give your family the confidence and stability to move forward. It's worth reviewing your coverage regularly, as your lifestyle and expenses change with time.

By making protection a priority, you're laying a strong foundation for the rest of your financial plan.

SLIDE 9

Say: Now, let's talk about saving money. How do you feel about your current savings? [\[ASK AUDIENCE\]](#)

If you're like most people, you might feel like you're not saving enough. In fact, according to a December 2023 survey by Bankrate, less than half of Americans would pay for an emergency expense (like an emergency room visit or unexpected car repair) of \$1,000 or more from savings. That's why it's important to start early, even if it's just a little. Small contributions can grow significantly over time.

SLIDE 10

Say: Saving money – and keeping it saved – doesn't happen by accident. Successful saving requires four key elements:

1. A **plan** that outlines your goals.
2. **Discipline** to prioritize saving over spending.
3. **Systematic savings** – a habit of setting aside money regularly.
4. **Commitment** to stick with it, even when it's challenging.

Most people save for emergencies, future opportunities, retirement or helping loved ones with college costs. So, what are you currently saving for? And are there other goals you'd like to work toward? [\[ASK AUDIENCE\]](#)

SLIDE 11

Say: One strategy we recommend is simple: Pay yourself first. Aim to save 10% of your income for future needs and start as early as possible. From there, choosing the best way to save depends on your needs, goals and timeline.

Ask yourself:

- When will I need the money?
- How aggressively or safely do I want to save?

[CLICK]

Here are some common strategies based on risk and return:

1. **Lowest risk:** Insurance products like cash value life insurance and fixed annuities.
2. **Low risk/return:** Capital preservation options such as money market funds, CDs and savings accounts.
3. **Limited risk/return:** Investment-grade bonds or bond funds.
4. **Moderate risk/return:** Blue-chip stocks and growth-focused funds.
5. **High risk/return:** Growth stocks, high-yield bonds and aggressive growth funds.

There's a savings strategy for everyone – it's all about finding the right balance for your goals. By making savings a priority, you'll build a financial cushion that provides peace of mind and flexibility for whatever life brings your way.

SLIDE 12

Say: Retirement comes with two big challenges: saving enough money and making it last a lifetime. Today's retirees face unique pressures:

- People are living longer and spending more than expected.
- Fewer pensions are available, and health-care costs keep rising.
- The average monthly Social Security benefit is about \$1,700, but according to the 2024 OASDI Trustees Report, the future of the program is uncertain. OASI Trust Funds reserves are projected to become depleted in 2033, at which time OASI income would only be sufficient to pay 79% of OASI benefits.

This makes personal savings and self-funded retirement plans more important than ever. The earlier you start, the better – because waiting can cost you. Delaying your savings means:

- Less time to ride out market fluctuations.
- Missing out on the compound growth of your money.
- Needing to save more to reach the same goal – or potentially falling short.

SLIDE 13

Say: Ask yourself:

1. How much will I need to live comfortably?
2. What sources of income will I have in retirement?
3. What steps can I take now to fill any gaps?
4. When was the last time I reviewed my plan?

SLIDE 14

Say: As you save for retirement, it's just as important to plan how your money will be distributed. Think of it as a pyramid with three sections:

1. The foundation: Income for basic needs

This is the largest and most essential part. It covers necessities like housing, food, utilities, taxes and health care.

2. The middle: Income for lifestyle needs

This reflects your personal preferences. Do you want to travel more? Pursue a hobby? Go back to school?

3. The peak: Income for legacy needs

This is about what you want to leave behind – whether for family, charities or foundations. This part is entirely a personal choice.

Proper distribution-planning helps ensure you won't run out of your hard-earned savings. Retirement needs change over time, especially between early and late retirement.

Consider this, according to the Society of Actuaries:

- One out of three men and one out of two women in their mid-50s today will live to age 90.
- For couples age 65, there's a 25% chance both spouses will pass within five years of each other, and a 50% chance one will live to at least age 92.

These statistics highlight the importance of planning for all phases of retirement.

SLIDE 15

Say: Today, we've covered some key aspects of financial planning, but it's important to remember that a complete financial plan often involves more than just life insurance, saving and retirement planning. Other critical parts of planning for life include:

- **Estate planning:** Ensuring your assets are distributed according to your wishes and protecting your loved ones.
- **And if you're a business owner, business planning:** Planning for the future of your business and its impact on your financial goals.

While we didn't dive deeply into these topics today, they're worth considering as part of your overall financial strategy.

SLIDE 16

Say: Remember, building financial security is a journey, not a destination. Educational events like these are just a start.

As a Modern Woodmen member, you not only have access to our financial products, but also fraternal programs and benefits to support you during every stage of life.

You can learn more about all Modern Woodmen has available – from chapter activities like these to financial relief in times of hardship, the Birthday Book Club for kids, volunteer opportunities, scholarships and more – online, as shown on screen here.

And if you haven't already, **be sure to register for your online member account at member.modernwoodmen.org.**

There you can:

- Find a list of upcoming chapter events.
- Apply for fraternal member benefits and programs.

You can also use this members-only site to:

- Make payments.
- View your Modern Woodmen plan statements, tax documents, beneficiary designations and more.
- Check out the value of your life insurance and/or annuity account(s).
- And much more!

Thank you for your time and attention today!