Virtual Financial Coaching Process

Updated 12/3/21

Financial Coaching Pre-Engagement

WINGS FOR WIDOWS

Step 1: Widow fills out Progress Check

- Website sends widow to scheduling page to schedule an appointment with a Financial Paraplanner
- Dana enters data into Bloomerang
- Dana creates folder in SP for client and adds Progress Check to it.

Step 2: Widow makes appointment

- Dana adds date and FPP name to Bloomerang
- Dana moves widow's folder to the assigned FPPs folder in SharePoint.

Step 3: Widow has Introductory Meeting

- FPP determines whether widow is a candidate for coaching
- If widow is a candidate for coaching, FPP tells her she will receive a DocuSign agreement to sign
- If widow is not a candidate, FPP agrees an alternate plan (eg, work with a WA, contact Social Services, attend an enrichment class)
- FPP puts Introductory notes into client folder in SP and tasks Dana with plan
- Dana assigns coach, moves client folder into Coaches folder, emails client and sends out DocuSign Pro Bono Financial advice agreement to client and coach

Step 4: Widow and coach sign Docusign Agreement

- Dana mails coaching Guidebook to widow with cover letter
- Dana sends introductory email to coach and client

If widow does not move onto any of the next steps or stops responding, Dana will reach out to them. If still no response, Dana will close the coaching case.

Financial Coaching Process (Coach Slide)

WINGS FOR WIDOWS

90 min Sessions — Engagement — 2-4 Sessions

SET UP

- Coach agrees to take on new client
- Receive and sign DocuSign agreement
- Receive introductory email to coach and client introducing you
- Setup first session

SESSION 1: GET ACQUAINTED

- Introduction (script)
- Let's Get Started (Guidebook)
- Topic 1: My Spouse
- Topic 2: My Spouse's Estate
- Topic 3: About Me & Our Family
- Topic 4: Financial Snapshot
- Topic 5: Hot Topics
- Schedule date for next session

SESSION 2: GET ORGANIZED

- Topic 1: Safeguarding My Credit & Protecting My Identity
- Topic 2: My Important Documents
- Schedule date for next session

SESSION 3: GET PRIORITIZED

- Topic 1: Claiming My Benefits
- Topic 2: Managing Money Flow
- Topic 3: Understanding My Banking
- Topic 4: Understanding My Investments
- Schedule date for next session

SESSION 4: GET STABILIZED

- Topic 1: Taking Ownership of My Assets
- Topic 2: Understanding My Taxes
- Topic 3: Understanding My Insurance Needs
- Topic 4: Protecting My Estate
- Topic 5: Managing My Household
- Conclude engagement

WRAP UP

- Notify Dana that coaching engagement has completed
- Fill out Engagement Outcome Form

Financial Coaching Follow Up and Post-Engagement

WINGS FOR WIDOWS

Monthly coaching Report

- Carrie generates a monthly report to show all active widows who are receiving coaching. Stores in SharePoint
- Program Manager checks in with coaches to make sure all clients on list are active and not closed
- Program Manager reminds coaches to inform Dana when cases close

Coach closes a case

- Coach emails Dana to inform her coaching engagement is completed
- Dana sends conclusion email to coach requesting completion of outcome form.
- Dana sends out wrap-up email #1 to client
- If nothing in 7-10 days, sends out wrap-up email #2
- Updates Bloomerang

Aftercare

Financial Coaching Process (client slide)

WINGS FOR WIDOWS

90 min Sessions

Engagement

2-4 Sessions

SESSION 1: GET ACQUAINTED

- Introduction
- Review Let's Get Started & Table of Contents (Guidebook)
- Topic 1: My Spouse
- Topic 2: My Spouse's Estate
- Topic 3: About Me & Our Family
- Topic 4: Financial Snapshot
- Topic 5: My Hot Topics
- Determine date for next session

SESSION 2: GET ORGANIZED

- Topic 1: Safeguarding My Credit & Protecting My Identity
- Topic 2: My Important Documents
- Determine date for next session

SESSION 3: GET PRIORITIZED

- Topic 1: Claiming My Benefits
- Topic 2: Managing Money Flow
- Topic 3: Understanding My Banking
- Topic 4: Understanding My Investments
- Determine date for next session

SESSION 4: GET STABILIZED

- Topic 1: Taking Ownership of My Assets
- Topic 2: Understanding My Taxes
- Topic 3: Understanding My Insurance Needs
- Topic 4: Protecting My Estate
- Topic 5: Managing My Household