



79 S. State Street, Suite D3  
Westerville, OH 43081

Phone: 614.368.1055

[www.afcpe.org](http://www.afcpe.org)

## *Outstanding Consumer Information*

Consumer information comes in a variety of forms – through books/periodicals, consumer brochures, videos, audio, multi-media, even apps!

Nominate the person or organization that is providing outstanding consumer information in the field of financial counseling and planning. The work should be innovative and timely with wide reach to diverse audiences.

### *Application Questions:*

**There is a 500-word maximum for each essay question.**

Optional: Submit a short, 2-5 minute video summarizing your application. This is a chance for applicants to visually 'tell their story' and highlight their experiences in a visual format.

1. Please describe the content and purpose of the consumer information resource. Include its scope, relevance, timeliness, and intended impact.
2. Please explain why this resource is valuable to financial counselors, coaches, and/or planners.
3. Please discuss the ease of accessibility for the consumer information piece.
4. In the space provided below, please discuss the cost of the consumer information piece in relation to its perceived value.
5. Please discuss the authors' expertise, experience, and/or background of the consumer information piece.
6. Please discuss the innovativeness of the consumer information piece.
7. Please provide evidence of the resource's reach and impact. If available, include data, feedback, or examples of how it has benefited users.



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8. If possible, please include a copy of the article, periodical, book, consumer brochure, computer program, web pages, newsletter, or audio/visual medium for review by the committee. Place links to material below or attach the material as a separate document. If the material cannot be linked to, or attached as a separate document, please contact the awards committee for further information.
9. Attach relevant documentation as needed, not to exceed 10 pages total.  
(optional)
10. Biographical Sketch: This will be used for the AFCPE Awards Program if applicable.
11. Summarize your application in 200 words or less. This will be used for the AFCPE Awards Program if applicable.