

CAREER DAYS

Connecting with your Future Workforce



Every day we hear from agency owners that the biggest challenge to their growth is finding new staff. What if you could connect with young people eager to find career opportunities, in your local classrooms or community organizations?

We can help. **Invest** is a non-profit organization committed to supporting agencies by reaching out to young people to tell them about insurance careers. We have over 50 years of experience collaborating with volunteers in classrooms and organizations to teach basic insurance concepts through our online curriculum and to promote the rewarding careers we have in the insurance industry. If we don't tell young people about these great opportunities, who will!

Please join us in reaching out to local schools and organizations about opportunities in our terrific industry – your participation a win-win-win for agencies, students, and communities.

Invest developed an actionable new toolkit, easily accessible from our website, with simple tools to help you connect with young people in your community. The toolkit has five simple steps to reach out to a school or organization, a flyer to announce your speaking engagement, a Career Day presentation you can customize, and links to insurance career videos that are both educational and entertaining. We have 2 Career Day presentations available on the **Resources** page of our website.

What's in it for My Agency (WIFMA)?

Find your future employees. When you connect with students in your local high school, community college or organization, you could be meeting your next producer, CSR, office manager, or even your successor.

Enhancing community reputation. When you speak at a Career Day, parents, teachers, and students see that you genuinely care about the future of their young people. Remember, a strong, positive community reputation is great exposure for your business.

Increasing connections with students and parents. Our Invest students say that connecting with insurance professionals had a positive impact on their decision to join our industry. Many are seeking mentors, internships, jobs or even just a little advice on how to dress for success or prepare for a job interview. What better person than you to guide them?

Developing a stronger relationship with a school or organization. Presenting at a Career Day can be the start of a great new relationship with a school. Invest has other ways you can support a local class, including teaching an Insurance 101 course or offering safe driving tips for inexperienced drivers. The opportunities are endless.