

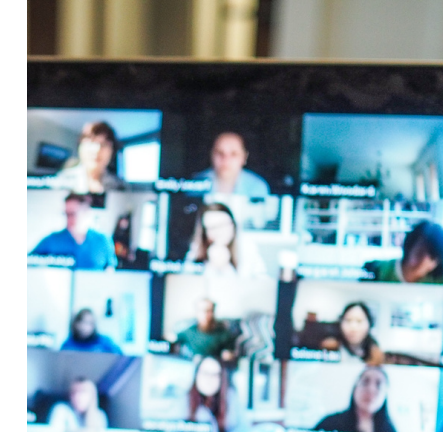


Welcome IDFA Members!



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

In-Person + Online Workshops



Grow Your Practice While Helping Others!

Join the Second Saturday Team.

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.

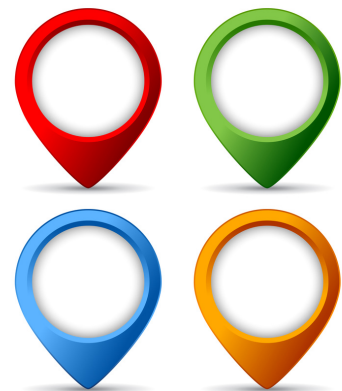


Your participation includes:



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:



One-on One "Get Up and Running Calls"

A Second Saturday Team Member will help set you up for success with three one-on-one 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.



What Leaders Are Saying



**Melanie Johnson,
CDFA®**

"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."

Join the Team!

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

2020 IDFA National Conference

**Submit Your Application by October 31, 2020
and save \$200**



www.secondsaturday.com/contact/idfa/

Do you need more information?
Contact Lori Barnett at
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(858) 367-0703

