

CFA Program and Certificate in ESG Investing Prospect Engagement Toolkit

October 2022

About this toolkit



What it is

This toolkit was created to help Societies with engaging potential prospects for the CFA Program and Certificate in ESG Investing.

The social tiles within, promote the Readiness Assessment interactive tool and early registration deadlines to prospects of the CFA Program. The ESG related tiles are meant to lead to the ESG guide "The Rise of ESG Investing".

Prospects who opt-in by sharing their contact information will be added to CFA Institute nurture campaigns for each of the respective products with the goal of driving registration.

How to use this Toolkit

This toolkit is meant to assist in your social media outreach to prospects

Societies should review and decide whether to use the provided messaging or a more customized approach to engage your audience. Please use the links provided as is in order for CFA Institute to gauge effectiveness of these assets.


The toolkit contains:

- Social media assets
- Email banners

Social media tiles

Readiness Assessment



 CFA Institute

ARE YOU READY TO JOIN THE RANKS?

Find out if the CFA® Program is right for you.

[TEST YOUR READINESS](#)

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Caption:


CFA® Program equips investment professionals with the real-world skills needed to progress in a competitive industry. Want to gain a leg up? Our assessment will help you decide if you are ready to join the program.

<https://cfainst.is/3S4ctAV>

Don't forget, early registration for May 2023 exam closes on 9 November, 2022.


[DOWNLOAD](#)

Early Registration/ Registration Reminder



HAVE YOU GOT WHAT IT TAKES TO SUCCEED?

Register for the Level I CFA® exam.



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HAVE YOU GOT WHAT IT TAKES TO SUCCEED?

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Caption (Early):

Don't miss out on a 30% early registration discount when you sign up for the May 2023 Level I CFA® Exam. Early registration ends 9 November. Sign-up today.

<https://cfainst.is/3TEaYKX>

DOWNLOAD



**ESG IS TRANSFORMING
OUR INDUSTRY**

Investment professionals must
understand sustainable investing.

READ OUR GUIDE



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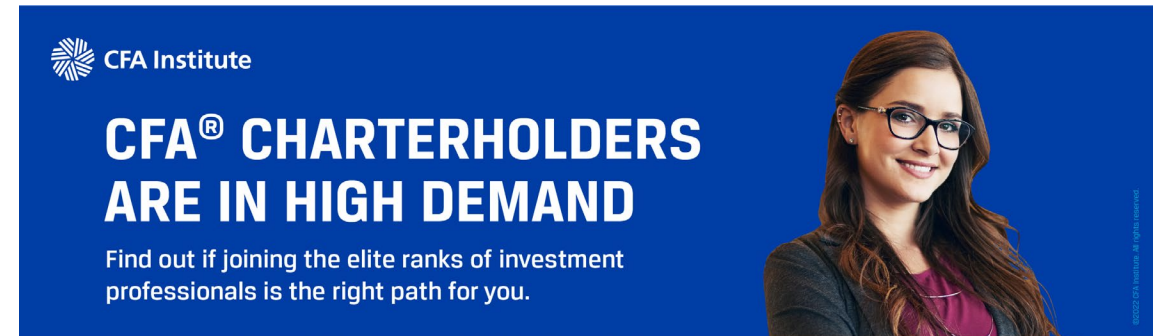
Caption:

Investors across the globe are putting sustainability at the heart of their decision making. Sound knowledge of ESG helps them capture the benefits it promises. Our guide will help you plot a path to success. Access the guide here <https://cfainst.is/3gkFqnG>

DOWNLOAD

Email banners

Readiness Assessment Email Banner



Target URL

<https://cfainst.is/3T8SGBG>

DOWNLOAD

ESG

Email Banner



Target URL

<https://cfainst.is/3Tb6prD>

DOWNLOAD