

# ***Education & Awareness Work Group Charter***

## **Mission & Scope**

Develop an educational and awareness program to foster better understanding of faster payments and confidence among providers and users, ultimately driving adoption and transaction volumes toward the industry goal of ubiquity.

## **Objectives & Goals**

The work group will determine the best method to develop a cross-solution education and awareness program that aligns with the FPC's higher level strategies and priorities.

This effort will include surveying existing educational materials according to audience (consumer and business end-users, financial institutions, other service providers, etc.) to identify gaps and opportunities for faster payments information; determining opportunities for collaboration/partnerships with existing organizations; establishing a continuous assessment to ensure education and awareness materials are produced in an efficient manner; reaching the intended audiences; and helping reduce market misperceptions/confusion and drive adoption of faster payments.

## **Deliverables & Timeframes**

1. Identify existing faster payments educational materials, industry guides, and other resources to include in Phase 1 of an online faster payments knowledge center. Align efforts with FPC Marketing department for areas of overlap – Q1 2020.
2. Develop topic ideas and identify speakers for 2020 Town Hall Series – Q1 2020.
3. Determine additional educational and awareness materials to be developed by the work group to drive adoption of faster payments. Publish Phase 2 of knowledge center – Q2 2020.
4. Create new opportunities for collaboration and partnerships with payment industry organizations to further advance education and awareness program – Q3 2020.
5. Create toolkits for FPC representatives to communicate/educate on faster payments at conference venues, in op-ed opportunities, newsletters, etc. – Q4 2020.
6. Consider testing consumer messaging to ensure messages are easily understood. Evaluate various channels for messaging – Q4 2020.

## **Membership Criteria**

Background or strong interest/enthusiasm in the area of educational materials, marketing strategies or PR for the payments industry desired. Must have broad representation from industry segments including financial institutions, business end-users, payment network operators, fintechs, and consumer groups.

**The FPC is the industry's only membership organization solely focused on advancing, securing, and supporting adoption of ubiquitous faster payments.**

