

## Introduce your members to the basics of investing

The materials in **Content Pack 14: Investment Vehicles** are an introduction to investing, and outline the concepts of risk and return, plus stocks, bonds and mutual funds. There is useful information for first-time dabblers as well as for more seasoned investors.

### BEST PRACTICES QUICK TIP

#### Get the conversation started

Investing is a huge, abstract topic area and is largely ignored by young people. The materials in this Content Pack are an ideal way to start a conversation about financial planning and the bigger picture.



- **Opportunity instead of chore** There is a disconnect with many young people. They feel that tying up today's money for a distant tomorrow is not attractive. Use this opportunity to educate them that investing is not just something they should do, but something that can allow them to create the future they want for themselves.
- **Brainstorm together** A great starting point for a one-on-one conversation is to brainstorm a variety of short-term, mid-term and long-term goals to reinforce how investing early can have a huge impact on their future lifestyle. You can use this Content Pack in combination with Content Pack 6: Compound Interest Mind Bend to further illustrate the impact that time has on investing.