

Frequently Asked Questions from Participating Locations:

1. *What is DASH for the STASH and what does a participating location need to do?*

The DASH for the STASH investor education and protection program and contest is an easy way to provide patrons an educational opportunity and a chance to win the statewide prize of a \$1,000 contribution to an Individual Retirement Account (IRA). To host a DASH event, you don't have to know about stock markets, financial planning or investing, and both participating location staff and patrons can learn something too.

To participate as a host location, you hang a set of five posters (four topic posters and one rules poster) in your venue, encourage individuals to read the posters and answer the quiz questions for contest entry. Past experience shows that the DASH program and contest attracts the most attendance when an event is offered, in addition to displaying the posters. Hosts can arrange events such as an open house, lunch 'n learn workshop and/or arrange to offer the DASH at an already planned event (perhaps for a group that regularly meets at the location).

To enter the contest, individuals must visit a host location in a participating state where the print posters are displayed. The posters available in the host locations will have the QR code and quiz link that individuals will access to answer the quiz questions for contest entry. Participants use their smart phone, tablet or your public computer station to access and answer the quiz questions. (Please note that the contest posters available on the IPI website are for educational and promotional purposes only and cannot be used to enter the contest. The posters available online do not include the QR code and quiz link and therefore do not provide access to the quiz questions for contest entry.) Location staff members are eligible to play, too! The DASH program and contest mechanics are handled by Joanne Kuster, the 2016 DASH multi-state program coordinator for the Investor Protection Institute (IPI). DASH hosts will be provided with promotional resources including a video tutorial, sample Facebook posts, table tent and ideas from other participating locations. (Contact information for contest participants is only for IPI and will not be shared without the written consent of the participant.)

2. *Do patrons need a smart phone to play?*

No, participants can play by computer by typing in the URL beneath the QR code (refer to poster). But it's easiest to play with a smart phone or other mobile device.

3. *What contact information are participants required to provide for contest entry?*

Participants must provide their first and last name and a valid e-mail address to enter the contest and answer the quiz questions. We will contact the winner by email which is the only attempt we will make in contacting them. (Note: The email will come from Don Blandin, President and CEO of the Investor Protection Institute and the Investor Protection Trust.) If the email is returned as "invalid address," IPI will randomly choose another winner.

4. *What happens when someone wants to play?*

1) First, a participant reads the posters displayed in a host location.

- 2) Next, a participant scans the QR code (or types the web link under the QR code) in each of the four topic poster's lower corner. The four poster topics are 1) Financial Advisers; 2) Investment Fees; 3) Investor Fraud and 4) Building a Nest Egg.
(The rules poster will be displayed as well so participants understand how the program and contest works.)
- 3) Then, a participant is asked for their name and location where they read the posters and are entering the contest.
- 4) The participant is asked to type in an email address and click the "log-in" button.
- 5) When the quiz question (multiple choice) pops up, the participant chooses an answer.

5. *How do patrons know if the answers they submitted are correct?*

In education, immediate feedback is a good thing. So, answers are immediately shown on screen – either “congratulations, you’re right” or “sorry, the answer is....”

6. *How is the winner in each state chosen?*

The winner in each state is chosen from a random, computer-generated selection among all participants who answered all quiz questions correctly in their state. (Participants must read all four topic posters and answer each poster's quiz question correctly for an opportunity to win the \$1,000 IRA contribution.)

IPI will send a \$1,000 check to the bank or brokerage firm of each statewide winner for the purpose of opening or making a 2016 contribution to an IRA. The winner must provide proof of eligibility to contribute to an IRA for 2016 and will NOT receive cash nor any other form of payment in lieu of the IRA contribution. (For IRA eligibility rules, check IRS.gov.)

7. *How do we promote the DASH?*

A press release, promotional poster, sample social media messages, fact sheet and table tent (pdf) are provided so you can advertise your DASH event(s). There is also a video tutorial to answer questions.

We encourage you to display your books about investing and introduce all the resources your location offers (in the reference and periodical sections, too). Consider hosting a speaker or two to discuss saving and investing topics. Be sure to include investment clubs and other groups who regularly use your meeting rooms.

8. *Can I trust that the DASH program and contest is not a scam?*

DASH for the STASH is a credible educational program and contest from the IPI and is in its third year. IPI is a nonprofit organization devoted to investor education and protection. IPI serves as an independent source of unbiased and non-commercial investor education and protection materials and works with state securities regulators. Your state securities office is sponsoring the program and contest with IPI and logos for both the IPI and your state securities office are included on the DASH rules poster. We encourage you to verify the DASH program and contest with your State Securities Regulator and ask them any questions you may have. You can locate your State Securities Regulator by visiting the website for the North American

Securities Administrators Association (NASAA): <http://www.nasaa.org/about-us/contact-us/contact-your-regulator>.

9. *Who may I contact for questions about the DASH program and contest?*

You can contact Joanne Kuster, the 2016 DASH multi-state program coordinator for IPI via email at joanne@kusterltd.com or phone at 515-991-5632.