Communications kit for our partners to promote the Client Protection Pathway—English

French and Spanish available [here](https://sptf.info/online-trainings-bucket/communications-kit-for-our-partners-to-promote-the-cp-pathway).)

For questions, email Leah Wardle: leahwardle@sptfnetwork.org

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## Shorter announcement (e.g., to include in your newsletter)

SPTF and CERISE have launched the [Client Protection Pathway](https://sptf.info/client-protection/the-client-protection-pathway), a new initiative to support client protection implementation in our industry.  The CP Pathway [recognizes](https://sptf.info/client-protection/fsps-committed-to-client-protection) financial service providers who are committed to client protection. It also [provides](https://sptf.info/client-protection/resources-for-every-step) tools, resources, and trainings for improving practice. The team at [Your Org Name] encourages all financial service providers to [find out more](https://sptf.info/client-protection/the-client-protection-pathway) about how the CP Pathway can benefit your organization. Contact cppathway@sptfnetwork.org for support.

## Longer announcement (e.g., to send as an email)

[Preferred greeting]

Our colleagues at SPTF and CERISE have recently launched the [Client Protection Pathway](https://sptf.info/client-protection/the-client-protection-pathway), a new initiative to support financial service providers (FSPs) to implement client protection.

Whether an FSP is just getting familiar with client protection, or has been committed to client protection for years, the Client Protection Pathway will be a valuable resource for their next steps.

Here’s how the Client Protection Pathway can benefit financial service providers:

1. **All financial service providers are invited to join the industry-wide list,**[**FSPs Committed to Client Protection**](https://sptf.info/client-protection/fsps-committed-to-client-protection)**.**We expect that within a matter of months, this list will be the industry’s main way of distinguishing the FSPs that are truly committed to client protection. In particular, funders have requested this list as an easy way to identify committed providers. Fill out [this short form](https://sptf.info/client-protection/the-client-protection-pathway#form1) and CERISE + SPTF will send you more information.
2. **After joining the CP Pathway, take the next step.**Each provider's journey toward client protection excellence will be unique. [This simple decision tree](https://sptf.info/images/CP_Pathway_Get_Started_Decision_Tree_final_1.pdf) helps orient an organization toward its next steps. Check out our page [Resources for Every Step](https://sptf.info/client-protection/resources-for-every-step) for more ideas.

[Your org name] encourages all financial service providers to join the CP Pathway. **Only through collective action can we ensure the stability and vitality of the industry**.  No single provider can do this alone and we urge global participation.

Contact cppathway@sptftnetwork.org for more information.

[Preferred closing]

1. LinkedIn post
SPTF and @CERISE recently launched the [Client Protection Pathway](https://sptf.info/client-protection/the-client-protection-pathway), a new initiative to support client protection implementation in our industry.  The CP Pathway [recognizes](https://sptf.info/client-protection/fsps-committed-to-client-protection) financial service providers who are committed to client protection. It also provides tools, resources, and trainings for improving practice. Find out more about how the CP Pathway can benefit your organization! https://sptf.info/client-protection/the-client-protection-pathway

## Twitter post

Our colleagues at SPTF and @CeriseSPM launched the new Client Protection Pathway to support and recognize financial service providers who are committed to #clientprotection. Find out how your org can benefit! https://tinyurl.com/zeds9j4k

## Statements of support for your website (various options)

**For investors**: The CERISE + SPTF [Client Protection Pathway](https://sptf.info/client-protection/the-client-protection-pathway) is an initiative to support financial service providers (FSPs) to implement client protection.  [Your org name] encourages our [partners/investees] to join the Client Protection Pathway and pursue excellence in client protection.

**For FSPs**: The CERISE + SPTF [Client Protection Pathway](https://sptf.info/client-protection/the-client-protection-pathway) is an initiative to support financial service providers (FSPs) to implement client protection.  [Your org name] has joined this initiative and has affirmed our commitment to client protection.

**Any stakeholder**: [Your org name] supports the CERISE + SPTF [Client Protection Pathway](https://sptf.info/client-protection/the-client-protection-pathway) and urges global participation by financial service providers who are committed to client protection.

## Email for investors to send to investees/partners

[Preferred greeting]

Our colleagues at SPTF and CERISE have recently launched the [Client Protection Pathway](https://sptf.info/client-protection/the-client-protection-pathway), a new initiative to support financial service providers (FSPs) to implement client protection.

[Investor organization name] is a member of the SPTF Social Investor Working Group and we have supported the development of the Client Protection Pathway since the closure of the Smart Campaign last year.

We request that our investees join the Client Protection Pathway. We believe that whether your organization is just getting familiar with client protection, or you've been committed to client protection for years, the Client Protection Pathway will be a valuable resource for your next steps.

Here’s how the Client Protection Pathway can benefit financial service providers:

1. **All financial service providers are invited to join the industry-wide list,**[**FSPs Committed to Client Protection**](https://sptf.info/client-protection/fsps-committed-to-client-protection)**.**This list of signatories will be the industry’s main way of distinguishing the FSPs that are truly committed to client protection.
Fill out [this short form](https://sptf.info/client-protection/the-client-protection-pathway#form1) to receive more information about joining the CP Pathway. Joining the CP Pathway is completely free of cost.
2. **After joining the CP Pathway, take the next step!**
Your organization’s journey toward client protection excellence will be unique. Start by using [this simple decision tree](https://sptf.info/images/CP_Pathway_Get_Started_Decision_Tree_final_3.pdf)to orient your organization toward its next steps. Then, check out [this page](https://sptf.info/client-protection/resources-for-every-step) for more ideas.

Only through collective action can we ensure the stability and vitality of the industry.  No single provider can do this alone and we urge global participation from all our [investees / partners].

Contact cppathway@sptftnetwork.org for more information.

[Preferred closing]