

**“They asked you for WHAT?!”
Helping Your Patrons
Outsmart Scammers and Avoid
Fraud**

Presenters:

Christine Kieffer

Amy Nofziger

Tracie Wheeler

Agenda:

- Introduction
- Presentation by Christine Kieffer
- Presentation by Amy Nofziger
- Presentation by Tracie Wheeler
- Q&A Discussion



Only the presenters have **microphone** access. Enable captions by clicking on “Show captions”.



Use the **Q&A** to ask questions of the presenters or ALA staff. (This includes technical questions.)



Use the **CHAT** to talk with your peers.

Presenter:



Christine Kieffer

Senior Director,
FINRA Investor Education
Foundation

Webinar for American Library Association | October 22, 2025
Christine Kieffer, FINRA Investor Education Foundation



They asked you for **WHAT?!"**

*Helping Your Patrons
Outsmart Scammers and Avoid Fraud*

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FINRA

- Self-regulatory organization for member brokerage firms
- Dual Mission
 - Investor Protection
 - Market Integrity



FINRA Foundation

- Research, training and outreach
- Financial capability for all Americans
 - Build Wealth
 - Protect Wealth



Fraud is a Serious and Growing Problem

■ U.S. Federal Trade Commission¹

- 2.6M fraud reports in U.S.
- **\$12.5B** reported lost; \$5.7B to investment scams
- Imposter scams costliest in 2024



■ Global Anti-Scam Alliance (GASA)²

- Estimated **\$1.03T** lost, globally
- Almost ½ the world targeted / week
- 70% of victims did not report



1. Consumer Sentinel Network. Data Book 2024. U.S. Federal Trade Commission (March 2025).

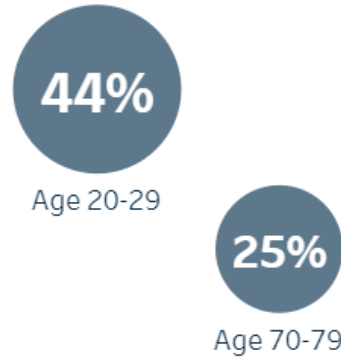
2. Global State of Scams Report 2024. Global Anti-Scam Alliance (www.gasa.org).

Fraud Victims of Today

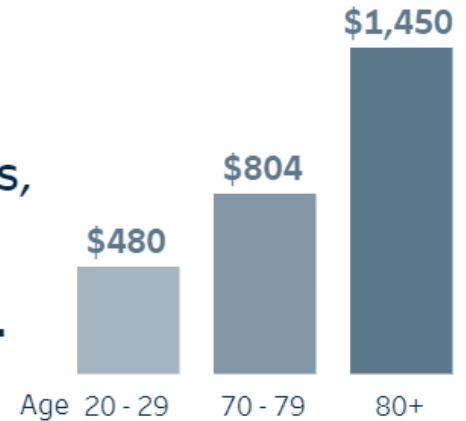


Explore **Consumer Age & Fraud Loss**
Source: FTC's Consumer Sentinel Network

Younger people reported losing money to fraud more often than older people.

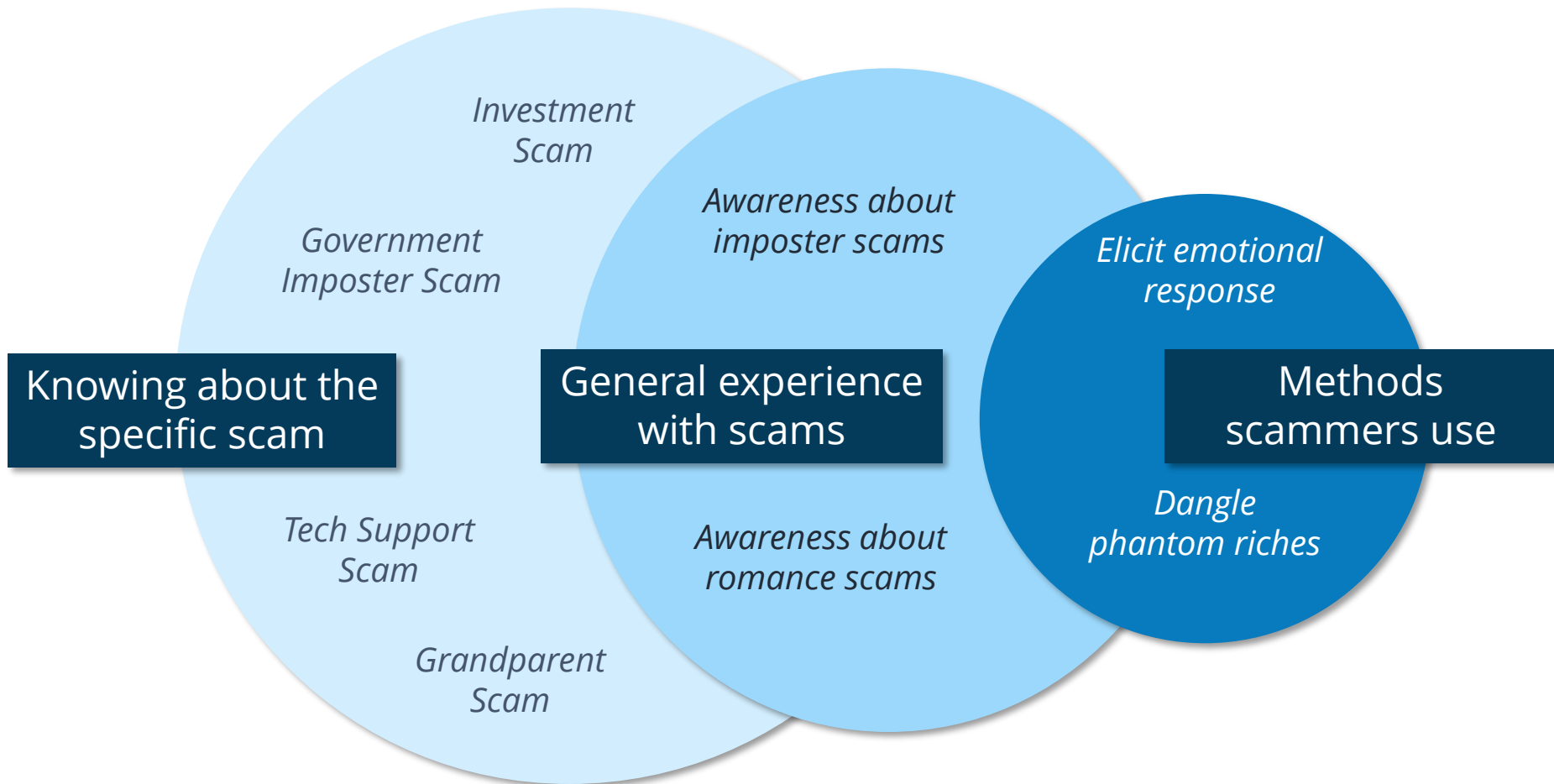


But when people aged 70+ had a loss, the median loss was much higher.



Does the data capture the true extent of the problem?

Power of Knowledge



It's More Than Money

Financial Fraud Journey Map: Timeline of Emotional Processing

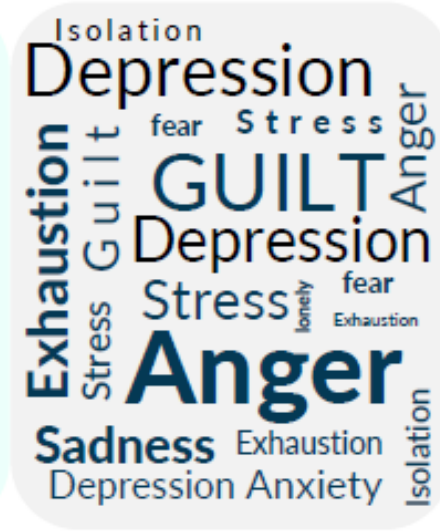
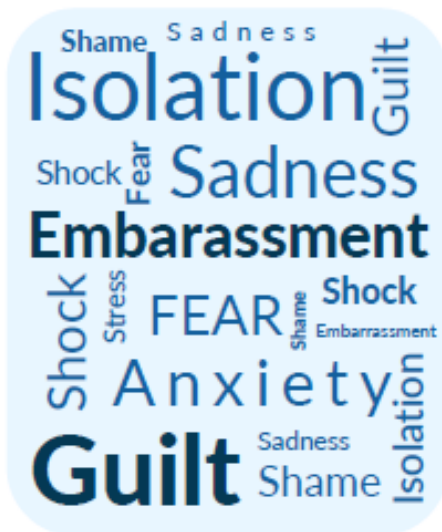


0-3 Months
Post-Fraud

3-6 Months

6-9 Months

9-12 Months



What Victims Might Need

- Help with reporting
 - IC3.gov
 - ReportFraud.FTC.gov
- Financial assistance / counseling
- Legal, tax counsel
- Mental health support

FINra Investor Education FOUNDATION.

It's Not Your Fault: Empowerment After Financial Fraud

Many victims feel helpless after experiencing fraud. Not only do you have to overcome the financial loss, but you might also be experiencing a tremendous emotional impact.

Master Manipulators

Scammers are master manipulators. They use persuasive techniques and influence tactics based on psychology in order to defraud their target. If you have been victimized by financial fraud, you are not alone and among millions of individuals of all ages, education levels, and financial status who share this experience.

Overcoming Shame & Blame

Many victims of fraud report feeling profound shame and self-blame. This is when our minds direct pain and anger inward, resulting in thoughts of hopelessness and sometimes even worthlessness. When it comes to addressing the impact of any trauma, including financial fraud victimization, overcoming these emotions is key to healing.

Practice Self-Care

Have a toolbox of things you can do in a moment to relieve negative thoughts or emotions, such as deep breathing, a mantra, or going for a walk.

Engage in regular activities that you enjoy, such as hobbies or spending time with friends and family.

Have good boundaries. This means knowing your limits in what you do and say, as well as letting others know how you want to be treated.

Stay Connected

Adverse effects of fraud trauma like depression, anxiety, and suicidal thoughts can intensify due to isolation. To counteract this, stay engaged with your social network. Regularly spend time with family and friends. Even if you don't talk about your experience, this connection is vital. Also, consider connecting with peers who have undergone similar experiences. This peer support can provide a safe space for you to share your story, easing the process when you choose to discuss the experience with family and friends.

Focus on What You Can Control

Report the crime. Reach out for help from family, friends, other victims of fraud, or a mental health professional. Get educated on scams and psychological tactics scammers use to prevent re-victimization. Take your focus away from what happened and focus on your power to heal.

Practice Self-Compassion

Give yourself grace. Try saying encouraging and compassionate things to yourself instead of focusing on negative self-talk.

Accept Your Emotions

Recognizing what you are feeling can help you understand why you are feeling this way. With that understanding will come a power over your emotions that will ultimately decrease the intensity of the feelings.

Forgive Yourself

Write yourself a forgiveness letter and give yourself the permission and understanding to learn from the past. Use your experience to grow, then get rid of your letter as a symbol of the end of your self-blame.

Learn More: www.giveanhour.org/financial-fraud

Giveanhour
Mental Health. For Life.

Support for Victims & Survivors

- **Romance Scam Recovery Group** offered by FightCybercrime
 - **Peer Support Program** offered by Give an Hour
 - **AARP's Fraud Watch Network™ Helpline**
- 
- **FREE**
 - **Sessions for survivors and loved ones / family**
 - **Led by trained peer support facilitators**
 - **Utilize a trauma informed approach**

***FINRA Securities Helpline for Seniors
is also a resource!***

BBBs in Your Community

My BBB



Better Business Bureau®

For Businesses



Find businesses, category

Near North Potomac, MD



US

Search



Report a Scam

Look Up a Scam

Scam Prevention Guide

Scam Survival Kit

BBB Scam Tracker is a free tool anyone can use to report suspected scams. Your reports warn others so they can avoid similar cons.

I was scammed.

Tell us about it. Submit a scam report to warn others and enable BBB to work with our partners to investigate.

Report a Scam

Is this a scam?

Search our database to see if a similar scam has been reported. In 2021 alone, we estimate BBB Scam Tracker helped consumers avoid losing \$31 million to scammers.

Look Up a Scam

BBB.org/ScamTracker

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FINRA Foundation & FINRA Resources

www.finrafoundation.org/fraudfighter

Empowering Fraud Fighters

From law enforcement to consumer advocates, the FINRA Foundation has trained thousands to respond to financial fraud. Moreover, the Foundation and its partners are at the forefront of research to understand the prevalence and types of financial frauds committed in the U.S., behavioral and need factors, and the effectiveness of interventions aimed at protecting consumers.

Resources for Fraud Fighters

Research on Understanding and Combating Financial Fraud
FINRA Foundation research examines factors that contribute to fraud victimization and scam susceptibility as interventions and preventative measures aimed at protecting consumers.

Assisting Victims of Fraud
In collaboration with many partners, the FINRA Foundation has developed resources to help consumers and family members assist fraud victims. Explore our training options for advocates and peer support victims, and learn how to mitigate the social and emotional impacts of the experience.

Training for Law Enforcement
Since 2012, the FINRA Foundation has partnered with the National White Collar Crime Center (NW3C) to provide Targeting Investment Fraud (TIF) training to law enforcement officers, investigators, and prosecutors what constitutes a security, hallmarks of investment fraud schemes, investigative strategies for victims and perpetrators, and fraud prevention resources. Visit NW3C.org for the list of available TIF classes.

Free Publications

It's Not Your Fault: Empowerment After Financial Fraud

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Engage in regular activities that you enjoy, such as hobbies or spending time with friends and family.
Have good boundaries. The more knowing you are, the more you can set boundaries and let others know how you want to be treated.

Stay Connected
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Learn More: www.giveanhour.org/financial-fraud



ORDER FREE PUBLICATIONS

AARP FINRA Investor Education FOUNDATION

Words Matter: Improving Outcomes for Scam Victims

Changing our words can change outcomes. Our society has made strides to shift the narrative on rape, on suicide, and on mental illness, to name a few examples. It's time to change how we talk about fraud victims.

It is not the victim's fault. It's not the victim's fault for not knowing it was a scam. It's not the victim's fault for being deceived into complying with a criminal's demands. Fraud victims deserve to maintain their dignity, and they deserve justice. We can help on both fronts by choosing our words with care.

Instead of this:	Say this:
Scammers are so clever. They tricked you.	Scammers are criminals who use our emotions to get us to believe what's not true.
She was duped into handing over her money.	A criminal stole her life savings through a web of lies.
How could you fall for that? Didn't you see the flags?	This isn't your fault - you experienced a crime.
How much money did you give them?	How much did the criminal steal?
You should have known it was too good to be true.	Criminals use lies to convince us they are legitimate and that their claims are true.
Fraud only happens to older people.	Fraud affects people of all ages.
Get over it. There's nothing you can do.	You are a crime victim; let's report it to law enforcement and contact the AARP Fraud Watch Network Helpline for next steps at 877-908-3360.

AARP Fraud Watch Network and FINRA Investor Education Foundation collaborated on a study of victim-blaming practices in the context of financial fraud. Our work demonstrates the detrimental impacts and defines strategies to transcend them. Learn more.

aarp.org/wordsmatter finrafoundation.org/fraudfighter



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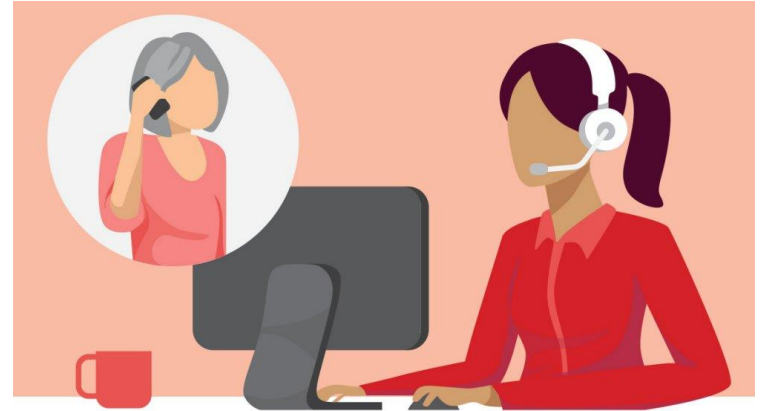
Presenter:



Amy Nofziger

Director of Fraud Victim Support,
AARP Fraud Watch Network

Fraud Watch Network



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AARP Fraud Watch Network

About

The AARP Fraud Watch Network is a free resource for all. With AARP as your partner, you'll learn how to proactively spot scams, get guidance from our fraud specialists if you've been targeted, and feel more secure knowing that we advocate at the federal, state, and local levels to protect consumers and enforce the law.

What We Help You Do



Stay Informed

Knowledge gives you power over scams. The AARP Fraud Watch Network equips you with reliable, up-to-date insights, alerts and [fraud prevention resources](#) to help you spot and avoid scams and protect your loved ones. We even cover the latest scams in the news.



Find Support

If you've been targeted by scams or fraud, you are not alone. Our trained fraud specialists provide support and guidance on what to do next and how to avoid scams in the future. The [AARP Fraud Helpline](#), 877-908-3360, is free and available to anyone. We also offer [online support sessions](#) for further emotional support.



Have a Voice

AARP fights for consumers by advocating for laws and regulations to stop scams and shut down fraud attempts. We also provide a voice to consumer concerns and help shape the public discussion on fraud.

AARP FRAUD WATCH NETWORK HELPLINE

1-877-908-3360



Call if you spot a scam, need help stopping a scam or have been a victim of a scam.



Provide support if victimization occurs through the volunteer-staffed helpline.



400 calls per day

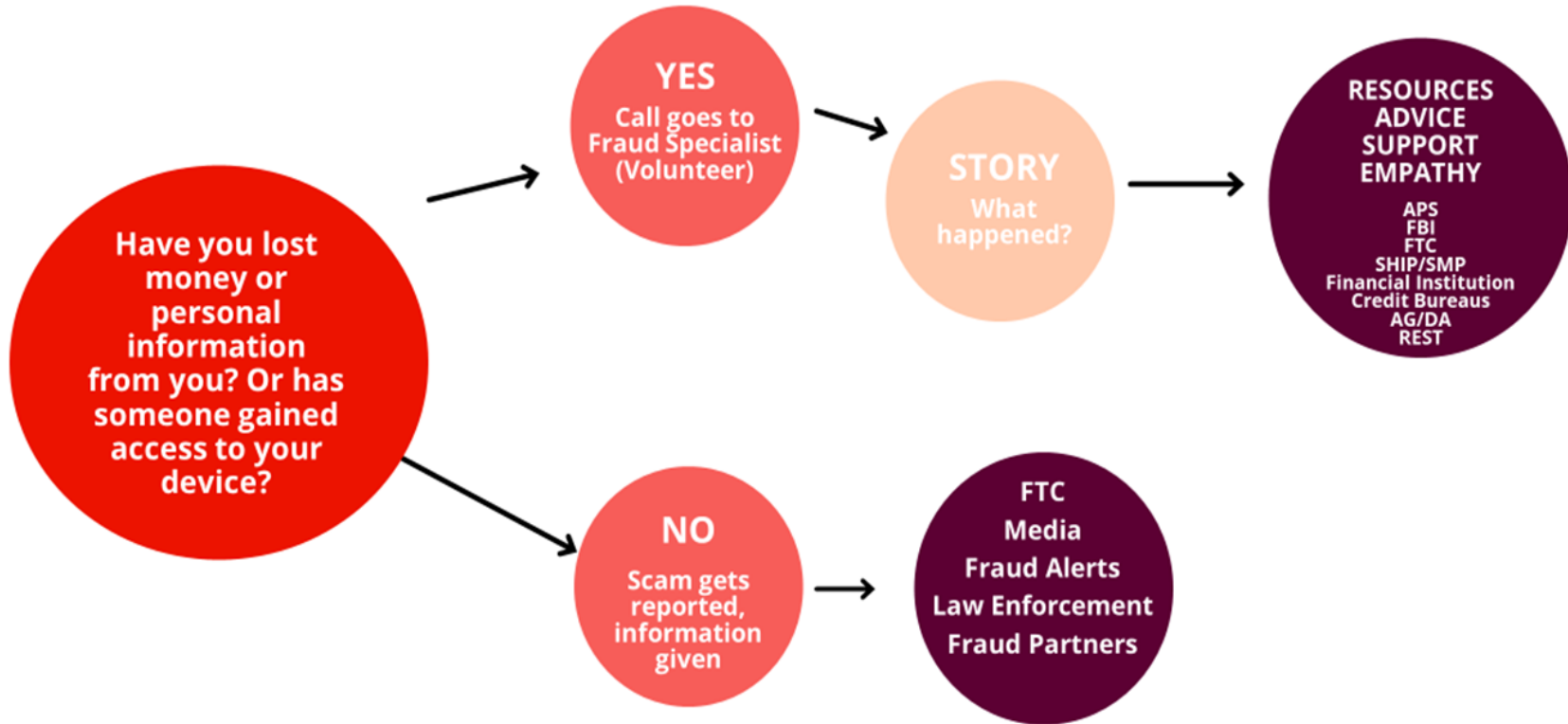


Average call time: 22 minutes: Translation services available.





THE FLOW OF A HELPLINE CALL

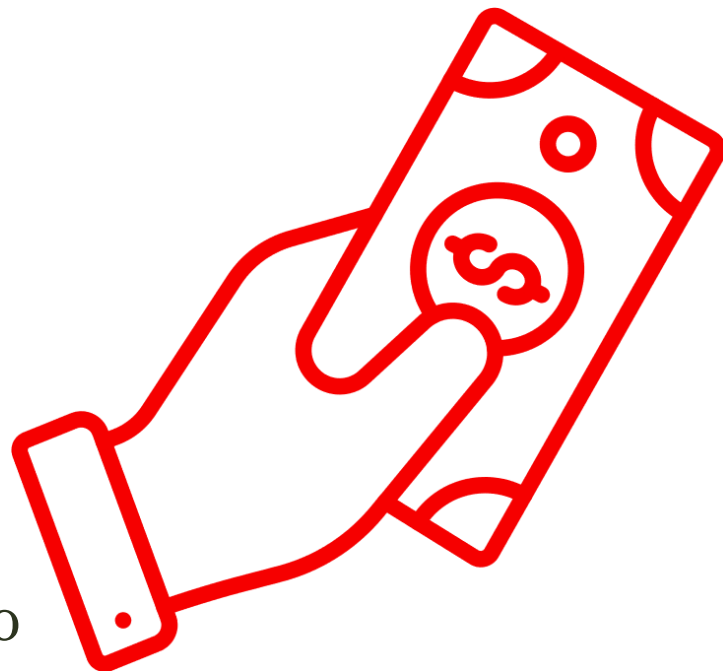


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Top Victim Reports to FWN Helpline in 2024

1. Identity Theft
2. **Business Impostor****
3. Tech Support/Computer Virus
4. Fraudulent Sales
5. Online Dating/Romance
6. Impostor Government
7. **Sweepstakes/Prize/Lottery****
8. Unauthorized Money Withdrawal
9. Phishing
10. Investment Fraud (95% all Crypto Related)



IS IT A SCAM?

Ask these questions



Did the contact come out of the blue with urgency?



Are they asking for money?



Are they asking for payment in a non-traditional form?



Are they trying to get you emotional with either fear or excitement?



Are they asking you to lie?

AARP Fraud Watch Network Helpline

877-908-3360

AARP Fraud Watch Network Resources

www.aarp.org/fraudwatchnetwork



Presenter:



Tracie Wheeler

Director of Technology, Operations,
and Client Experiences; Savvy
Ladies



Savvy Ladies is a free resource for libraries and patrons.

Mission:

Savvy Ladies, a 501(c)(3), champions women to take control of their finances and achieve financial security to advance women's empowerment.

What we offer:

Savvy Ladies Free Financial Helpline for Women

Workshops and Savvy Panels Discussions

Financial Well-being Workbook



Welcome to the Free Financial Helpline for Women

Your Money Questions, Answered. Let's Get Started.

Savvy Ladies® Free Financial Helpline will Match You with a Financial Advisor.
Get the Expert Advice You Deserve.

Savvy Ladies® offers free, unbiased advice from certified professionals to women 18+ of all backgrounds. Our volunteers answer questions covering divorce, family finances, budgeting, debt, retirement, investing, and more. As BeLara, a Helpline client, shares, "Be Financially Courageous and Submit Your Question Today!"



We are so glad you are here! Let's get your financial question answered! To begin, tell us if this is your first time using the Helpline or if you are returning with a new financial question.

Please choose below:

New Client

Next



Find our helpline:

- www.savvyladies.org
- Free app download
 - iOS
 - Google Play Store

We provide a safe space for women to have a financial conversation with a financial professional, free of charge and without judgement.

Fill out a Helpline Request Form at:
savvyladies.org/helpline

Connect with a Savvy Ladies Financial Professional to ask your personal financial question.

Volunteer Meetings can be done via phone, web-conferencing or email.

Talking About Money Makes An Impact

Seeking help on rebuilding my credit and financial confidence after a long-term divorce where financial abuse was present.

69% want to learn about their financial choices

67% want to enhance their investing knowledge

Women Want To Discuss And Have Conversations

75% of the women who come to the Savvy Ladies Free Financial Helpline share they now feel comfortable discussing money.

I need guidance and assistance with my portfolio.

I need help with an expert to get accurate figures of household expenses, income, debt, gas and other expenses.

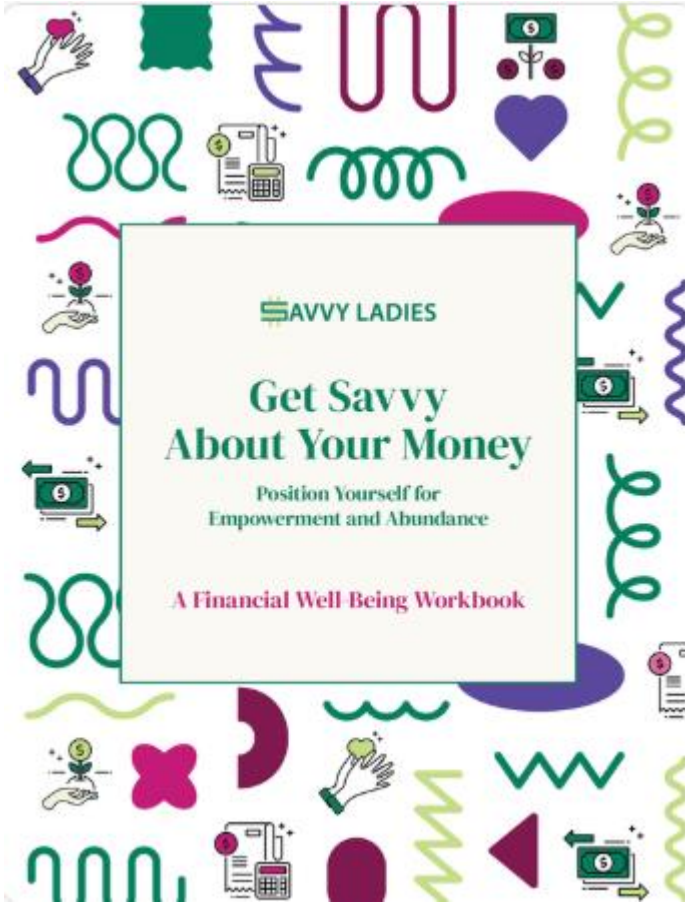
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Free Download

Our Workbook:

- Get to know your financial self
- Create a financial vision board
- Learn about
 - Money mindset
 - Credit score
 - Investing
 - Understanding your spending
 - Making your money work for you



Available in Spanish

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My Financial Vision Board



SAVVY Sessions

**Savvy Ladies Financial Presentations/Workshops
are curated to fit your patrons needs.**

Financial Topics

- Budgeting
- Career and Income
- Caregiving
- Debt Management
- Divorce and Money
- Family Finances
- Investing
- Marriage and Money
- Retirement
- Widowhood

NY Public Library Webinars

Retirement

Planning for retirement can feel overwhelming, but it doesn't have to be. In this educational and engaging webinar, *Seven Essential Strategies for Successful Investing for Retirement*, Eric Blake, CFP® will walk you through key principles to help you invest with greater confidence and clarity. You'll learn how to manage risk, stay invested through market ups and downs, minimize taxes, and understand how these strategies can lead to a successful retirement. Whether you're approaching retirement or already there, this session offers practical, easy-to-follow guidance designed to help you make smart investment decisions and avoid common pitfalls.



Take Control of Your Debt

If you've been tossing extra money at your debt when you can or just making minimum payments and hoping it works out, it's time for a new approach. In this workshop, Lissa Lumutenga, CFP®, AFC®, will show you how to stop guessing and start planning. You'll learn how to create a personalized, strategic Debt Payoff Plan that helps you make real progress — without the stress, shame, or confusion often tied to carrying debt.

Take Control of Your Finances

This presentation empowers women with essential money management skills, covering budgeting, saving, and investing to build financial confidence. Learn practical steps to take control of your finances, set goals, and create a secure financial future.



Money Conversations (In-Person)

Going beyond webinars, we are introducing a new program, Money Conversation Circles, starting with the New York Public Library this month

Highlights:

- Encourages Money Conversations
- Designed for women and High School (Junior/Senior) young women, **this program is open to all** who want to participate
- Helps families to facilitate money conversations at home
- The program is based on our Savvy Ladies Money Conversation Cards.



We would love to bring this program to your library for FREE!

Contact Us:

For Patrons:

www.savvyladies.org



@savvyladies



Savvy Ladies

For Libraries:

Connect with Tracie Wheeler
Director of Operations Technology
and Client Experience

tracie@savvyladies.org



Tracie Metzler-Wheeler

Connect with Judy Herbst,
Executive Director

judy@savvyladies.org



Judy (Margolis) Herbst

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Questions?



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Please take this survey!

