



Welcome to Your Financial Wellness

As part of your benefits package, you have access to unbiased personal financial coaching – fully paid for by the NFLPA – so you can get the guidance you deserve.

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Money



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The New York Times

PARTNER: Financial Finesse

INDUSTRY: Financial Services, Financial Coaching & Education, Holistic Wellness

LOCATION: Los Angeles, CA

As the official Financial Wellness Partner of the NFLPA, Financial Finesse is seeking an extern interested in learning more about creative and entrepreneurial approaches to personal finance and the economic opportunities playing professional football provides. This player should be especially interested in learning more about strategies to leverage their football career as a catalyst in growing their wealth and impact in business, philanthropy, and advocacy.

We hope to build on the success of [last year's externship experience with Carl Nassib](#) and create a three-week immersive experience for up to two players. While we are happy to recreate a similar externship experience, we are most interested in working with players who have specific interests in specific financial areas, topics, goals, etc. and then collaborating to create a custom externship experience based on their specific interests.

For example, as Carl was personally interested in improving his general financial acumen and group presentation skills, we created a financial training camp that culminated with Carl researching designing, and presenting a candid, "Hard Knocks" inspired workshop intended for an audience of fellow athletes.

[Watch Carl's Video Here](#)

The NFLPA Financial Wellness Award

In addition to the overall experience, externs will work directly on the production and execution of the first ever NFLPA Financial Wellness Award. Set to be announced in April 2020, the award will honor and celebrate the growing trend of financially savvy players. Externs will have the opportunity to work directly on:

- Award marketing and social media strategies
- Player engagement strategies
- Corporate sponsorship and partnership opportunities
- Charitable partnership opportunities
- Media planning

In addition to working directly on the Financial Wellness Award campaign, externs will be provided with opportunities including, but not limited to:

- Work directly with the product development team to help evaluate and enhance all of the services currently provided to players as part of our vision to collectively enhance the entire user experience.
- Collaborating with advertising and marketing teams to provide candid feedback and suggestions on communications campaigns and player engagement strategy.
- Work directly with Founder & CEO, Liz Davidson to:
 - Gain insight on creative business strategy, recognizing and implementing a profitable entrepreneurial endeavor, inspiring an entire industry, leading a team, publishing a book etc.
 - Guest on Liz's live webcast series on a topic extern is personally inspired by / interested in