

Below is a sample newsletter article about common scams and fraud which organizations are welcome to use, adapt, and include in their own newsletters or other communications.

Common Scams and Fraud

Every year, over \$1 trillion is lost globally to scams and fraud, impacting individuals, families, and businesses alike. Scammers are constantly evolving their tactics, and anyone can be a target—regardless of age, background, or income level. Staying informed is the first line of defense, and that starts with knowing what to look out for.

Scammers will attack from every angle. They may pose as officials from the IRS, Social Security Administration, or a law enforcement agency, claiming you owe money or that your identity is in jeopardy. They might pretend to be from a utility company and claim your service will be cut off unless you pay them immediately. They might reach out with great news about winning a sweepstakes or being the heir to a large inheritance, and say all you need to do before claiming your money is pay taxes and fees. You might even see a pop-up on your computer or a phone call claiming there is a virus on your device that needs immediate attention. The list goes on, but all these scams share the same red flags.

Scammers pressure you to act immediately using intimidation and fear. They present offers that are too good to be true. They request payments in cryptocurrency, gift cards, or wire transfers. They contact you asking for personal or financial information. And they tell you to keep it a secret. All these tactics are intended to create an emotional reaction hoping you act quickly without taking time to think about what is happening – because if you do pause and think, there is a good chance you will notice the red flags and realize it is a scam.

Closing Option 1

Staying alert, informed, and one step ahead is how you can avoid falling victim to a scam. Sharing this information with friends, family, and colleagues, especially those who may be more vulnerable, helps create a safer community for everyone. Learn about these scams and more at an upcoming presentation *[insert presentation details]*.

Closing Option 2

Staying alert, informed, and one step ahead is how you can avoid falling victim to a scam. Sharing this information with friends, family, and colleagues, especially those who may be more vulnerable, helps create a safer community for everyone. Learn more about how to stay protected by visiting the Wisconsin Department of Agriculture, Trade and Consumer Protection's website at [DATCP.wi.gov](https://www.datcp.wi.gov).



QR Code for DATCP's Bureau of Consumer Protection Website
[ConsumerProtection.wi.gov](https://www.datcp.wi.gov)