



Financial Literacy Month Toolkit | K12 Courses

Social Messaging

Turnkey posts to promote your program on the most popular platforms including Facebook, LinkedIn, and Twitter.

General Messaging

Facebook

Surveys indicate that many students wished their school offered financial literacy instruction for them and their families to prepare for college costs. We listened. **[INSTITUTION NAME]** is proud to have reached over **[# OF STUDENTS]** with critical financial literacy skills this school year. #FinLitMonth #EverFiPowersFinEd

By providing financial education to students through **[PROGRAM NAME]**, **[INSTITUTION NAME]** is making sure that when financial responsibilities arise students are ready. #FinLitMonth #EverFiPowersFinEd

[INSTITUTION NAME] is proud to be committed to informing students about managing money in **[LOCATION]** by providing financial education before they get to college. #FinLitMonth #EverFiPowersFinEd

The number of financial decisions an individual has to make is only increasing, and the variety and complexity of these decisions is growing as well. **[INSTITUTION NAME]** is helping to teach students how to budget and save their money EARLY, before it is too late. #FinLitMonth #EverFiPowersFinEd



Twitter

- Only 43% of parents describe themselves as “well prepared” to discuss money with their children. We’re here to help with the resources you need: [\[LINK\]](#) #FinLitMonth [\(Source\)](#)
- #FinLitMonth is all about impact! We’re celebrating all months long with our **[# OF SCHOOL OR STUDENTS]**. [\[LINK\]](#)
- We know how important #FinLitMonth is for students. That’s why we partnered with @EVERFI to bring them our **[PROGRAM NAME]**: [\[LINK\]](#)
- Did you know? The 1st #FinLitMonth was in 2004 - that’s 14 years of focus on financial literacy! Here’s how we’re contributing this year: [\[LINK\]](#)
- Our partnership with @EVERFI uses Financial Literacy to help build the foundation for high school students’ future financial well-being. #FinLitMonth [\[LINK\]](#)
- Did you know? Evidence suggests that early financial education leads to positive financial behaviors later in life. #FinLitMonth [\[LINK\]](#)
- THANK YOU to all the teachers in **[REGION]** for helping our students learn about financial literacy! #FinLitMonth [\[LINK\]](#)

Age-Specific Messaging

- **Elementary Age**
 - #TipoftheDay: Take your kids to the bank with you to teach them about depositing money and making basic transactions. [\[LINK\]](#) #FinLitMonth
 - Did you know? A recent study found that kids who talk to their parents 1-2x a week or 1-2x a month about money and saving tend to have higher financial literacy than those who do not. #FinLitMonth [\[LINK\]](#) [Source](#).
- **Middle School Age**
 - #TipoftheDay: Take your kids to the grocery store. Have them help you make the grocery list and make decisions about what to buy based on your budget. [\[LINK\]](#) #FinLitMonth



- Many kids know how important it is to save, but don't know how. Here's how we're changing that: [\[LINK\]](#) #FinLitMonth
- **High School Age**
 - #TipoftheDay: When starting their first job, help your child create a savings and spending plan so they learn smart strategies for using their money in the future. [\[LINK\]](#) #FinLitMonth
 - #TipoftheDay: Establishing routines and rules of thumb can build teens' financial self-confidence and their belief in their ability to make smart financial decisions. [\[LINK\]](#) [Source](#). #FinLitMonth
 - Did you know? High school seniors who learn about financial literacy are more likely to save money, have a budget, and invest. #FinLitMonth [\[LINK\]](#)

Sharable Statistics

- 76% of college students wish they had more help to prepare for their financial futures. #FinLitMonth #everfipowersfined [Source](#).
- 96% believe college-bound students would make different student loan decisions if they received a financial education before committing to a loan. #FinLitMonth #everfipowersfined
- 96% believe students should take a personal finance course before committing to federally backed student loan debt. #FinLitMonth #everfipowersfined
- More than half of adults (56%) do not have a budget. [@\[INSTITUTION NAME\]](#) is looking to change that by educating students on financial literacy before they go to college. #FinLitMonth #everfipowersfined
- 76% of college students wish they had more help to prepare for their financial futures. [@\[INSTITUTION NAME\]](#) is providing that help. #FinLitMonth #everfipowersfined