

Financial Literacy Month Toolkit | K12 Courses

Email Outreach / Newsletter Template

Turnkey email marketing content with clear CTAs to highlight your financial education efforts and impact to your consumers and your community.

Email #1: Impact Story

Subject line: April is Financial Literacy Month!

Preview text: Join us as we celebrate the importance of financial literacy this month and every day of the year!

Hi **[CONTACT FIRST NAME]**,

Did you know that April is Financial Literacy month? This year, our team at **[INSTITUTION NAME]** has been gearing up to celebrate by reflecting on how we can continue to positively impact our communities through financial education.

We know that the most impactful education occurs at a young age, which is why we've launched a new financial education initiative **[PROGRAM NAME]**.

Our goal is to to to empower young people with the essential skills needed to make sound financial decisions using online, interactive education. Here's a quick snapshot of our growing community impact:

- **[#]** of schools across our footprint
- **[#]** of counties across our footprint
- **[#]** of states across our footprint



As a customer, you too are a critical part of our continued commitment to investing in the financial health and future of young people in **[X State]**.

To learn more about **[PROGRAM NAME]** visit us at: **[INSERT URL]**. (Or insert a custom message or CTA about your Financial Education Initiative here.)

Have questions? Feel free to reach out to us at **[INSERT / LINK EMAIL ADDRESS]** -- we're always here to help.

Sincerely,
[Signature]

During the 2017-18 school year, (X institution) has made an investment in financial education that has impacted thousands of students in [Region]. (regional data on total reach of all financial educational programs can be found here).

Email #2: Executive Sponsor (Personal Story)

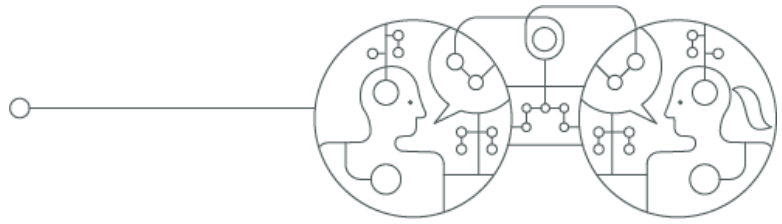
Subject line: We're celebrating Financial Literacy Month!

Preview text: Join us as we celebrate the importance of financial literacy this month and every day of the year!

Hi **[CONTACT.FIRSTNAME]**,

In celebration of Financial Literacy Month, **[INSTITUTION NAME]** is proud to announce that our schools-based financial education program is making a positive impact on students all across **[REGION]**.

With our mission to improve the financial well-being of the communities that we serve, this new financial education initiative is key piece of our larger commitment to our community/members.



Include an anecdote from a Senior Executive to cover:

- Emphasis on your institution's commitment to community
- Why it is important to him/her to reach students with personal finance knowledge.
- Highlight his/her commitment to building financial literacy and capacity skills in school

Example:

"Data shows that rigorous financial education delivered early in a young person's development leads to positive financial behaviors later in life," said **[Name, Title, Institution]**. "By providing students with the knowledge and skills they need to make smart financial decisions, we are investing in the future economic well-being of the communities we serve in **[Region]**."

As a customer, you too are a critical part of our continued commitment to investing in the financial health and future of young people in **[X State]**.

To learn more about **[PROGRAM NAME]** visit us at: **[INSERT URL]**. (Or insert a custom message or CTA about your Financial Education Initiative here.)

Have questions? Feel free to reach out to us at **[INSERT / LINK EMAIL ADDRESS]** -- we're always here to help.

Sincerely,
[Signature]

During the 2017-18 school year, (X institution) has made an investment in financial education that has impacted thousands of students in [Region]. (regional data on total reach of all financial educational programs can be found here).