# **Back to School Toolkit**

## New Program: Principal Letter Template

###### Easily customizable letter template to welcome principals back for the school year and get them excited about your new financial education program.

### CONTENT

***[Date]***

Dear Principal ***[NAME]***,

I hope your school year is off to a great start! Thank you for your dedication to the young people in our community.

At ***[SPONSOR NAME],*** supporting our communities also means supporting our students. If we can better educate the students of today, they will become more financially responsible citizens of tomorrow.

**This year, *[SPONSOR NAME]* has partnered with EVERFI, Inc.** - the country's leading education technology company - **to underwrite the cost of *[EVERFI PRODUCT NAME]* in your district.**  
  
The ***[PROGRAM NAME] [PRODUCT NAME]*** is an online program that covers critical financial concepts and develops financial skills. The course is completed entirely online and utilizes interactive, cutting edge technology to engage students.

Our partnership goal is always to give as many students as possible access to this financial education. ***[PROGRAM NAME]*** is available for every student at your school, 100% free of charge to your teachers and your district. We also want to make sure that both you and your teachers are aware of the course and can get started!

To bring ***[PROGRAM NAME]*** to your school this year, please contact ***[NAME]***, our EVERFI ***[Schools Manager or Customer Success Manager]*** at ***[EMAIL@everfi.com]*** or ***[###.###.####]***.

My team at ***[SPONSOR NAME]***, along with the EVERFI team, looks forward to working with you to best leverage this partnership and prepare for another successful school year.

Best Regards,

***[Your Name]***