**Getting Started with Achieve**

**Employee Email Announcement Template**

**CONTENT**

***Subject Line Options:***

* New Financial Education Resource for Employees and [Members/Customers]
* Announcing [Program Name]!
* New Employee Benefit: [Program Name]

***Email Body First Paragraph:*** Today we are thrilled to introduce a new personalized financial education offering now available through our partnership with leading education technology innovator, [EVERFI](https://everfi-achieve.everfi-next.net/). The program allows [Institution Name] employees and [members/customers] to learn more about important personal finance topics such as budgeting, investing, homeownership, retirement planning and more through solution that supports our brand, products and services.

***Email Body Second Paragraph:***

**Option 1, For an employee-only program​:** The financial well-being of our employees is important to us, and we are committed to providing you with the tools and resources you need to be successful. ​We know that you and your family deal with important financial challenges, decisions and milestones every day, and ​[Program Name] ​is designed to help you learn how to navigate them with confidence.

**Option 2, For a joint employee/consumer program​:** The financial well-being of our employees is important to us, and we are committed to providing you with the tools and resources you need to be successful. ​We know that you and your family deal with important financial challenges, decisions and milestones every day, and ​[Program Name] ​is designed to help you learn how to navigate them with confidence. ​To ensure a successful launch, [Institution Name]​ employees will be the first to experience the program so that we are knowledgeable ambassadors for these new financial education resources when we deliver them to our ​[members/customers]​ and community.

Highlights of the program include:

* A robust library of 30+ learning topics with something for everyone, regardless of life stage or financial circumstances.
* Essential information for each learning topic can be consumed in just 3-6 minutes to fit into today’s busy lifestyles.
* Designed to work great on a cell phone, tablet, or computer, it can be accessed from almost anywhere.

We hope you will invest a few minutes to experience the new program and return to it frequently as your need for financial education evolves. To help you get started, visit ​[URL]​, create an account using your ​[Institution]​ email address,​ ​and complete the ​[Playlist name]​ playlist by ​[Date] ​for a chance to win a $100 gift card!

Thank you,

[Institution Name]