# **Back to School Toolkit**

## Existing Program: Principal Letter Template

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

### CONTENT

***[Date]***

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

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

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.

**I am pleased to share that *[SPONSOR NAME]* is once again partnering with EVERFI, Inc to underwrite the cost of *[EVERFI PRODUCT NAME]* in your district this school year.**

Through this public-private partnership, more than ***[###]*** students have learned important financial skills by using ***[EVERFI PRODUCT NAME]****,* allat **no cost** to the district, schools, or teachers.

Our partnership goal remains the same this year – to give as many students as possible access to this crucial financial education program.We also want to make sure that both you and your teachers are aware that the digital course has been provided for every teacher and student at your school.

With that aim in mind, we hope that you will consider expanding the usage of this educational technology program in your school. The team at ***[SPONSOR NAME]***, would be happy to do a school visit to discuss the program, our partnership and even answer any real-world financial questions students may have.

Please feel free to contact ***[NAME]***, our EVERFI ***[Schools Manager or Customer Success Manager]*** at ***[EMAIL@everfi.com]*** or ***[###.###.####]*** if you have any questions or there is anything we can do to help strengthen the program at ***[SCHOOL NAME]***.

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]***