**Achieve Foundations**

**Consumer Email Announcement Template**

**CONTENT**

***Subject Line Options:***

* Empowering High School Students with Financial Skills: [Institution Name Members/Customers]
* Announcing [Program Name]!
* New [Member/Customer] Benefit: [Program Name]

***Email Body:***

We are excited to announce that [Institution Name] is launching the EVERFI Achieve Foundations, an educational initiative for high school students. [Company] is proud to offer [Program name], a financial wellness program for high school students. This program provides an opportunity for students to have fun and learn critical financial concepts.

The mobile-friendly digital lessons were created by experts at EVERFI, our partner in financial education. Each lesson covers important financial topics on everything from savings, investing, income, debt and more.

**How It Works**

Students can participate in just 3 easy steps:

1. Sign up for the ***Achieve Foundations*** lessons**[insert your custom landing page URL here]**
2. Complete the lessons (3-6 minutes each)
3. Apply their new financial knowledge!

These ***[***Program name***]*** lessons are open to all our [customers], and the communities we serve. This program provides an excellent opportunity for students to learn financial knowledge that will benefit them now and in the future.

To get started, visit**[insert your custom landing page URL here].**

Thank you,

[Institution Name]