



Achieve for College Toolkit

Staff Communications Templates

Cross-platform promotional messages to generate campus awareness of this financial education resource, and encourage staff members to help promote it.

SHORT FORM CONTENT

Use one of these blurbs if you are including the initiative in a newsletter, as a link in your employee resource center, or anywhere else you'll have limited space.

Announcing a new student resource: The [UNIVERSITY NAME] Financial Education Center has been provided by [INSTITUTION NAME], just for our students! This mobile-first financial education platform is a great opportunity for students to starting building financial knowledge. To learn more about how you can help spread the word, contact: [INSERT CONTACT INFO]

The [UNIVERSITY NAME] Financial Education Center is designed to help deliver critical financial education to our students. It will teach them about:

- Understanding loans and other funding options
- How building credit works
- Budgeting hacks
- And more!

To learn more about how you can help get students involved, contact: [INSERT CONTACT INFO]

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LONG FORM CONTENT

Use this blurb if you are sending out a dedicated email to announce the initiative.

Hello [name],

We're excited to announce a new resource for our students! The [UNIVERSITY NAME] Financial Education Center is a mobile-first financial education platform that has been provided by [INSTITUTION NAME].

This is designed to help our students prepare for some of the most important financial topics they'll face in life, including understanding loans, building credit, budget hacks, and more.

We want to make sure that all students are aware of this great resource, so we're enlisting your help to spread the word. Please let me know when you're available to discuss in more detail - I'd love to explore how we can promote this program to the students you reach!

Thank you,
[NAME]