



Email Communication | K12 Courses

Vault: Understanding Money

Create buy-in and buzz by having a senior leader send a message announcing your program commitment and/or inviting employees to volunteer.

Dear Employees,

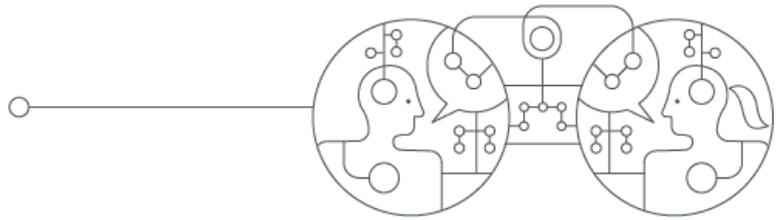
[INSTITUTION NAME] is proud to be an organization that gives back the communities we serve. We are excited to announce the launch of **[PROGRAM NAME]**, a major initiative to empower young people across our footprint. **[INSTITUTION NAME]** is making a bold commitment to fund an elementary school financial literacy program that will provide 4-6th grade students across **[REGION]** with critical skills to build healthy financial behaviors early in their cognitive development.

This endeavor is made possible through our partnership with EVERFI, Inc., the leading education technology company that provides learners of all ages education for the real world through innovative and scalable digital learning. Through our sponsorship of the EVERFI program, **[###]** elementary schools across our footprint will be able to utilize this innovative curriculum in their classroom at no cost to teachers or taxpayers.

Every day, the **[PROGRAM NAME]** increases its reach across the communities we serve -- our employee's children, our customers' children, and children who otherwise might never have access to a quality financial education. It's not only an investment in our future employees and our future customers, but also an investment in the economic well-being of our **[REGION]**.

"[INSERT QUOTE OR TESTIMONIAL]" says a **[PROGRAM NAME]** graduate from **[SCHOOL NAME]** in **[CITY, STATE]**.

As a **[INSTITUTION NAME]** employee, you have the opportunity to join our commitment to financial education by volunteering in local classrooms that are utilizing the **[PROGRAM NAME]**. We are offering these opportunities to help you and your team forge deeper relationships with the communities we serve. We are proud to sponsor this leading-edge financial education initiative. To find out how you can be a part of this endeavor, please contact **[CONTACT NAME]** at **[EMAIL, PHONE]**.



NEWSLETTER: ANNOUNCEMENT

Use this blurb for internal newsletters or teaser announcements.

[INSTITUTION NAME] is proud to announce **[PROGRAM NAME]**, a new, digital personal finance education program for elementary school students. **[INSTITUTION NAME]** is collaborating with education technology company, EVERFI, Inc., so that **[###]** 4-6th graders across our footprint will be able to utilize this innovative curriculum in their classroom at no cost to teachers or taxpayers. To learn more about **[PROGRAM NAME]** or get involved, please contact: **[CONTACT NAME]** at **[CONTACT INFORMATION]**.

NEWSLETTER: CALL FOR VOLUNTEERS

Recruit employee volunteers by offering a brief teaser in your regular email updates.

As a **[INSTITUTION NAME]** employee, you have the opportunity to give back to our communities by volunteering in local classrooms that are utilizing the **[PROGRAM NAME]**, our digital financial education program for elementary school students. Volunteerism helps you and your team forge deeper relationships with the communities we serve. As an employee of, **[INSTITUTION NAME]**, you are uniquely positioned to help students develop their financial skills and create positive financial habits from a young age.

We are proud to sponsor this leading-edge financial education initiative in partnership with EVERFI, Inc. To sign up for volunteer opportunities, please contact **[CONTACT NAME]** at **[EMAIL, PHONE]**.