



# Financial Literacy Month 2019

## Toolkit - Community Message

*Use this turnkey messaging to send an email or direct mail piece to your community members.*

### COMMUNITY LETTER or EMAIL

**[FIRST.NAME],**

At **[Company Name]**, building financially confident communities is one of our top priorities. We believe the first step is providing financial education resources for our community. That's one of the reasons we partner with EVERFI, one of the country's leading education technology companies, to deliver financial education programs to schools across our footprint.

Our commitment enables students in our local schools to engage with an innovative digital financial education curriculum in a fun and gamified manner - all at no cost to schools or teachers. In fact, we've reached **[# Students]** at **[# Schools]** since we first started this program. On average, students increase their financial knowledge by 75% or more!

Check out the schools in our community where **[Company Name]** sponsors financial education:

- School 1
- School 2
- School 3

We are grateful to the students & administrators at these schools for embracing the program and look forward to our continued work together to build financial confidence in our youth.

Thank you,

**[Contact Name]**

**[Company Name]**