



# World Savings Day Toolkit

## Email Copy Template

*A turnkey email template to encourage your consumers or employees to take advantage of this timely education topic.*

### CONTENT

[FIRST NAME],

World Savings Day is here - what are you saving for? Whether you have a short-term goal like stashing a little extra for holiday gifts or a long-term goal like buying a new home, there's a savings account to help you get there.

Our financial education center offers personalized education to help you learn more about:

- The differences between common types of savings accounts
- Savings account features like interest and fees
- How to choose an account that aligns with your goals

Get started today: [INSERT LINK]