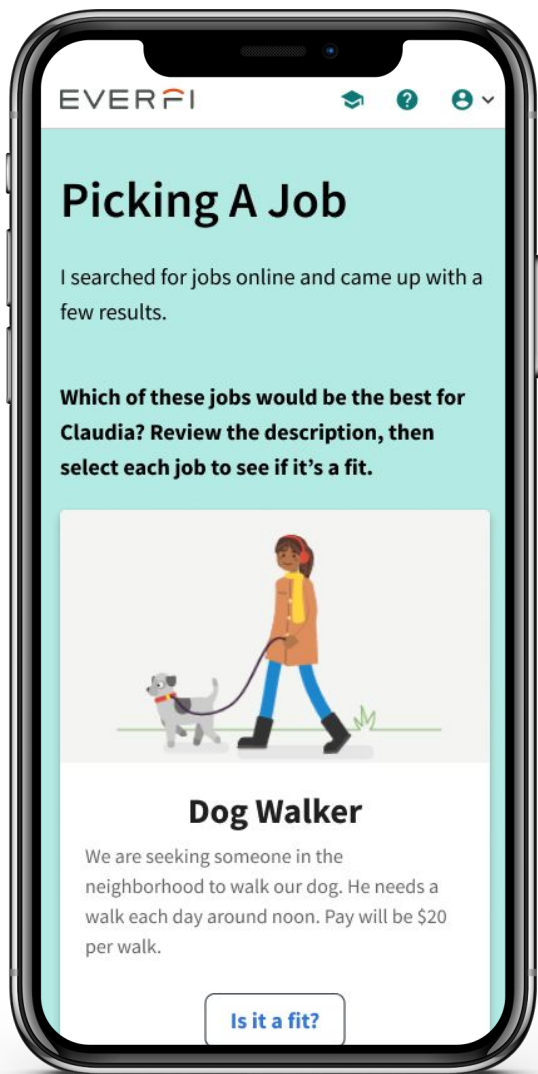




Announcing the Treasurer's Summer Financial Literacy Challenge

Engage with students and families. Impact your community.

At a time when parents are struggling to balance work, financial stress, and taking on the mantle of teaching, EVERFI is here to support by providing a brand new initiative that engages students with a financial education competition.



The Treasurer's Summer Financial Literacy Challenge



27 states with stay-at-home orders



124,000 school closures across the U.S.



55M students affected by school closures

THE TREASURER'S SUMMER FINANCIAL LITERACY CHALLENGE

The Treasurer's Summer Financial Literacy Challenge is a first of its kind nationwide financial literacy initiative for **7th-10th grade students** that will run during the month of **July 2020**. Sponsored by State Treasurers, the Challenge is made up of a 5-part course, featuring short, engaging modules, and an essay contest, where students compete to win **a \$5,000 529 plan scholarship**. Your office has the opportunity to offer state-specific scholarships as well!

The Challenge enables your office to connect with the parents and students in their community by providing critical financial education to students at home in a fun and engaging way during this uncertain time.

SPONSORSHIP DETAILS

By sponsoring the Treasurer's Summer Financial Literacy Challenge, your office has a unique opportunity to connect with students across your community during an unprecedented time of need. Our sponsorship package gives you everything you need to easily host & promote the Challenge in your community this summer, maximizing your community engagement and brand impact.



Branded Landing Page & Course

Custom program landing page to promote in your digital channels



Marketing Toolkits & Templates

Messaging & marketing templates to promote your program



Data & Engagement Reporting

EVERFI's Platform tracks student engagement and usage throughout program showing reach



Scholarship & Incentives

Promote your own incentives in addition to the EVERFI scholarship contest

COURSE DETAILS

The Treasurer's Summer Financial Literacy Challenge features a new, engaging course made up of five 10-minute modules and a capstone essay project and scholarship contest. The course is developed for 7th-10th grade students and features a timely & relevant storyline, diverse characters, and fun interactions to engage students around critical financial topics.

Topics

- Spending and Saving
- Credit & Debt
- Employment & Income
- Investing & Planning for the Future
- Risk & Insurance

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